

Manchester Levelling Up Poll

Fieldwork: 23rd Nov - 2nd Dec 2021
Interview method: Online Survey
Population represented: Adults living in Greater Manchester
Sample size: 509

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age & gender

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

List of Tables

1	Which do you think are the most important issues facing the country at this time? Please tick up to three	6
2	Which of the following political parties would you NEVER vote for?Select all which you would NEVER vote for	7
3	Do you think the town, city or village where you live is more or less affluent than average?Please think about the town, city or village nearest to you if you do not live in one	8
4	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The number of good jobs	9
5	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Opportunities for young people	10
6	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The quality of housing	11
7	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good schools	12
8	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good quality healthcare	13
9	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The quality of public transport	14
10	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Levels of crime	15
11	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good shops	16
12	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Internet availability and speed	17
13	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Things to do and leisure activities	18
14	How proud, or not, are you to be from the town, city or village you live in?	19
15	To what extent do you agree or disagree with the following statement: "Most people in my area are proud of the area" ?	20
16	What things do you think most help foster pride in your local town, city or village?Please select up to three	21
17	Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 10 years ago	22
18	Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 20 years ago	23
19	Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 50 years ago	24
20	You said that you thought civic pride had declined in your local area. Which of the following reasons best explains why Please select up to three	25
21	Compared to ten years ago, do you think the town, city or village where you live is a better or worse place to live?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard	26
22	You said that you thought your town, city or village was a better place to live compared to ten years before. Which of the following best explains why?Please select up to three	27

23 You said that you thought your town, city or village was a worse place to live compared to ten years ago. Which of the following best explains why?Please select up to three 28

24 Compared to 20 years ago, do you think the town, city or village where you live is a better place to liveIf you have not lived in the town long enough to know, answer on the basis of what you have seen and heard 29

25 Thinking about your nearest high street specifically - the place nearest to you with a significant number of shops and retail outlets - would you say that your local high street has gotten better or worse in the last ten years? 30

26 You said that your nearest high street has gotten worse in the last ten years. Which of the following reasons best explains how the high street has gotten worse?Select up to three 31

27 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A local newspaper 32

28 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A museum . . . 33

29 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A theatre 34

30 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A railway station 35

31 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A library 36

32 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Lots of flowers / greenery in public spaces during summer 37

33 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high-quality amateur / non-league football club 38

34 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A professional football club 39

35 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Historic pubs . . 40

36 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A leisure centre / swimming pool 41

37 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A regular market 42

38 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An annual event like a carnival, fun fair or market 43

39 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A village / town hall that local people can hire 44

40 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A park / large green space 45

41 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An orchestra / big band 46

42 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high quality football pitch for hire 47

43 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A war memorial 48

44 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A historic monument 49

45 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A town square / large outdoor shared space for events 50

46 How easy or hard is it to get up-to-date news on what’s going on in your local town, city or village? 51

47 Which of the following sources do you rely on most for news about what’s going on in your local town, city or village?Please select up to three 52

48	Thinking back 20 years, which of the following sources did you rely on most for news on your local town, city or village? If you have moved in the last 20 years, please answer by thinking about where you lived 20 years agoPlease select up to three	53
49	Which of the following is most important in how you identify personally?Please select up to three	54
50	Now thinking just about your local identity - where you feel you come from - which of the following is most important in how you think about your local identity?Please select one.	55
51	Do local people in your area have a distinctive accent, different from those in other parts of the country?	56
52	Thinking about the statues and monuments in your local town, city or village - which are designed to commemorate historic people or events - which one of the following comes closest to your view?	57
53	Has the town, city or village where you live gotten better or worse as a result of Covid and the series of lockdowns, or has it not been affected?	58
54	You said the place where you live had been negatively affected by Covid and the series of lockdowns. Which of the following best explains how?Please select up to three	59
55	You said the place where you live had been positively affected by Covid and the series of lockdowns. Which of the following best explains how?Please select up to three	60
56	Since Covid arrived in the UK and the first lockdown, has your lifestyle changed in any of the following ways?Tick all that apply	61
57	On average, how often do you do the following?: Go to a local park or playground	62
58	On average, how often do you do the following?: Use local leisure facilities (swimming pool, tennis courts, leisure centre)	63
59	On average, how often do you do the following?: Shop on your local high street	64
60	On average, how often do you do the following?: Eat out at a restaurant	65
61	On average, how often do you do the following?: Go to a local theatre	66
62	On average, how often do you do the following?: Go to a local cinema	67
63	On average, how often do you do the following?: Go to a local museum	68
64	On average, how often do you do the following?: Enjoy a local area of natural beauty (coast, forest, moor etc)	69
65	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local parks and playgrounds	70
66	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local leisure facilities (swimming pool, tennis courts, leisure centre)	71
67	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local high street	72
68	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local restaurants	73
69	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local theatre	74
70	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local cinema	75
71	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local museum	76
72	Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Enjoy a local area of natural beauty (coast, forest, moor etc)	77
73	Overall, how connected or disconnected do you feel to the other people in your local community?	78
74	And would you say that you trust or distrust the average person in your local community?	79

75	And overall, how satisfied are you with the progress of your career? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'	80
76	Which, if any, of the following best describes your type of work?	81
77	Which of these best describe the location you currently live in?	82
78	Why did you initially move away from home?Select any which apply	83
79	How much easier or harder do you think it would be for you to personally find a better paid job if you lived elsewhere in the UK?	84
80	How likely or unlikely do you think it is that in the next ten years you will move to a different part of the UK for a job?	85
81	If it was possible to do your job while working completely remotely for the long term, how likely or unlikely do you think it is that you would choose to move to a different part of the UK?	86
82	Do you think it would be easier or more difficult for a young person to find a good job in your area compared to other parts of the UK?	87
83	How fair or unfair do you think it is for a young person to have to move to find a good job?	88
84	If you had to choose, which of the following do you think it is most important for the Government to prioritise?	89
85	A focus of the current Government is “levelling up” - looking at different ways to improve the economy of growth and quality of life in areas outside London and the South East. Before taking this survey, how familiar were you with the phrase ‘Levelling Up’?	90
86	Overall, do you think your own local area needs leveling up?	91
87	To the best of your knowledge, which of the following regions are most in need of levelling up in the UK?Please select up to three	92
88	Thinking about England only, to the best of your knowledge, which of the following types of places are most in need of levelling up? Select up to three	93
89	Thinking about the sorts of things the Government might do to help level-up the country, what types of policies do you think would be best for them to focus on? Select up to three	94
90	If the Government had a fund to spend on improving the lives of local kids outside of their school lives, which of the following do you think the Government should prioritise? Select up to three	95
91	How confident or unconfident, are you that the Government will be able to successfully help level up areas in the UK in the next ten years?	96
92	If you had to choose, which of the following is the most important thing a ‘levelling up strategy’ should aim for?	97
93	Which of the following areas, if any, do you think it is most important for the Government to prioritise as part of efforts to “level up” areas of the country?Please select up to three	98
94	Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing?Please select up to three of the following	99
95	Looking at the following options for policies to “level up” local areas by helping businesses grow, which would you be MOST supportive of the Government implementing?Please select up to three of the following	100
96	Looking at the following options for policies to “level up” local areas by creating more or better jobs, which would you be MOST supportive of the Government implementing?Please select up to three of the following	101
97	Looking at the following options for policies to “level up” local areas by increasing the quantity and quality of housing, which would you be MOST supportive of the Government implementing?Please select up to three of the following	102
98	Looking at the following options for policies to “level up” local areas by improving the high street, which would you be MOST supportive of the Government implementing?Please select up to three of the following	103
99	Looking at the following options for policies to “level up” local areas by giving local government more power, which would you be MOST supportive of the Government implementing?Please select up to three of the following	104
100	Looking at the following options for policies to “level up” local areas by tackling crime and anti-social behaviour, which would you be MOST supportive of the Government implementing?Please select up to three of the following	105
101	Looking at the following options for policies to “level up” local areas by improving local schooling and education, which would you be MOST supportive of the Government implementing?Please select up to three of the following	106

102 Looking at the following options for policies to “level up” local areas by improving local universities and training, which would you be MOST supportive of the Government implementing?Please select up to three of the following 107

103 Looking at the following options for policies to “level up” local areas by improving transport links, which would you be MOST supportive of the Government implementing?Please select up to three of the following 108

104 Looking at the following options for policies to “level up” local areas by supporting local culture and health, which would you be MOST supportive of the Government implementing?Please select up to three of the following 109

Which do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Britain leaving the EU	24%	27%	21%	8%	28%	27%	34%	24%	18%	30%	26%	20%	17%	15%	21%	31%	33%	45%
Levels of crime	24%	23%	25%	19%	24%	21%	23%	31%	25%	18%	26%	39%	21%	31%	28%	18%	13%	12%
Quality of and access to schools / universities	4%	3%	4%	6%	0%	5%	4%	3%	4%	5%	5%	1%	1%	1%	2%	5%	9%	12%
Quality of the NHS	51%	44%	56%	34%	56%	47%	55%	50%	52%	46%	56%	59%	46%	54%	56%	48%	39%	34%
Availability of housing	21%	13%	29%	38%	31%	23%	21%	8%	12%	16%	19%	33%	25%	23%	25%	21%	13%	0%
Levels of immigration	33%	33%	32%	19%	27%	24%	32%	41%	45%	29%	30%	36%	40%	39%	33%	30%	23%	9%
Access to good pensions	8%	13%	3%	14%	6%	8%	7%	11%	6%	9%	9%	7%	5%	8%	4%	12%	9%	0%
Level of taxation	16%	20%	12%	26%	28%	19%	10%	5%	8%	18%	16%	13%	14%	11%	20%	12%	26%	12%
State of the economy	38%	42%	33%	20%	34%	40%	39%	42%	43%	42%	39%	33%	33%	36%	33%	40%	47%	54%
Threat of climate change	30%	28%	32%	8%	32%	34%	28%	41%	31%	36%	30%	19%	29%	28%	25%	35%	33%	66%
Quality / cost of public transport	7%	7%	6%	27%	4%	6%	4%	4%	4%	6%	10%	2%	6%	7%	6%	8%	7%	0%
Number of people on welfare	10%	8%	12%	19%	2%	12%	12%	5%	12%	9%	9%	9%	11%	9%	10%	7%	14%	21%
Threat of terrorism	21%	19%	22%	13%	20%	18%	19%	26%	24%	19%	17%	23%	25%	23%	21%	16%	19%	22%
State of Britain's Armed Forces	3%	6%	0%	14%	0%	1%	2%	2%	3%	3%	4%	0%	3%	3%	3%	4%	3%	0%
None of the above	1%	1%	1%	0%	2%	1%	0%	0%	1%	1%	0%	0%	2%	2%	0%	1%	2%	0%
Don't know	1%	0%	1%	0%	0%	2%	1%	0%	0%	0%	0%	0%	2%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Which of the following political parties would you NEVER vote for? Select all which you would NEVER vote for

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Conservative	30%	32%	29%	35%	31%	30%	38%	33%	20%	23%	43%	30%	26%	26%	33%	36%	23%	35%
Labour	19%	25%	13%	7%	16%	10%	11%	18%	39%	20%	17%	20%	19%	25%	16%	18%	14%	34%
Liberal Democrats	22%	22%	22%	13%	23%	17%	13%	21%	35%	19%	25%	19%	24%	25%	27%	12%	23%	12%
Green Party	25%	29%	21%	6%	14%	18%	25%	27%	46%	28%	24%	21%	22%	25%	25%	22%	25%	34%
Brexit Party	41%	40%	42%	45%	33%	38%	41%	46%	45%	48%	46%	29%	30%	29%	40%	48%	50%	54%
I would not rule out voting for any of the above	16%	12%	20%	13%	13%	19%	19%	16%	14%	17%	11%	21%	17%	19%	17%	13%	15%	0%
Don't Know	11%	8%	14%	19%	15%	17%	10%	5%	3%	7%	9%	15%	17%	13%	12%	10%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Do you think the town, city or village where you live is more or less affluent than average? Please think about the town, city or village nearest to you if you do not live in one

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much more affluent	6%	7%	4%	6%	6%	8%	5%	4%	4%	9%	3%	3%	4%	5%	4%	5%	10%	12%
A little more affluent	17%	21%	14%	20%	10%	22%	22%	12%	19%	25%	16%	10%	11%	11%	15%	23%	25%	42%
About the same	36%	33%	38%	33%	41%	38%	34%	29%	36%	36%	34%	44%	32%	43%	32%	35%	33%	12%
A little less affluent	17%	18%	16%	7%	12%	14%	15%	29%	22%	13%	19%	19%	17%	23%	16%	15%	10%	24%
A lot less affluent	15%	14%	17%	6%	18%	11%	19%	21%	14%	12%	17%	20%	16%	14%	19%	13%	18%	9%
Don't know	9%	6%	12%	28%	14%	8%	4%	4%	5%	5%	10%	3%	19%	5%	14%	9%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The number of good jobs

	Gender		Age						Social Grade				Education					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	3%	5%	2%	6%	4%	5%	2%	2%	1%	5%	4%	0%	1%	1%	1%	2%	16%	0%
Above average	17%	23%	12%	27%	16%	23%	18%	10%	14%	22%	22%	13%	8%	11%	15%	24%	23%	44%
At about the national average	37%	35%	39%	33%	37%	38%	40%	37%	36%	41%	33%	54%	27%	39%	41%	38%	25%	35%
Below average	25%	23%	27%	25%	26%	16%	25%	28%	29%	21%	21%	27%	36%	25%	30%	19%	24%	21%
Far below average	10%	9%	10%	0%	16%	11%	11%	13%	4%	8%	9%	2%	18%	16%	5%	10%	10%	0%
Don't Know	8%	5%	10%	8%	2%	7%	4%	10%	15%	4%	11%	4%	11%	7%	8%	8%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Opportunities for young people

	Gender			Age						Social Grade				Education				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	3%	4%	1%	6%	4%	2%	3%	1%	1%	3%	4%	0%	1%	0%	1%	2%	15%	0%
Above average	11%	13%	9%	14%	13%	13%	11%	9%	8%	12%	16%	10%	5%	9%	11%	12%	13%	35%
At about the national average	38%	41%	35%	40%	33%	48%	31%	35%	42%	48%	33%	33%	32%	41%	34%	42%	35%	44%
Below average	28%	24%	32%	19%	29%	18%	37%	32%	29%	20%	24%	41%	38%	31%	36%	24%	15%	21%
Far below average	12%	11%	12%	6%	18%	12%	13%	13%	6%	10%	12%	12%	14%	13%	10%	9%	20%	0%
Don't Know	8%	7%	10%	15%	2%	7%	5%	10%	15%	7%	11%	4%	10%	6%	9%	11%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The quality of housing

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	3%	5%	1%	0%	4%	7%	2%	3%	2%	6%	4%	0%	1%	1%	2%	3%	10%	0%
Above average	23%	26%	20%	26%	21%	22%	22%	23%	24%	30%	23%	18%	15%	18%	19%	24%	37%	42%
At about the national average	41%	41%	42%	27%	35%	47%	42%	43%	47%	44%	41%	54%	29%	41%	46%	39%	36%	37%
Below average	23%	21%	26%	26%	32%	18%	25%	20%	20%	12%	21%	25%	42%	31%	25%	23%	11%	21%
Far below average	5%	4%	6%	0%	8%	3%	6%	7%	4%	5%	4%	1%	9%	7%	3%	5%	5%	0%
Don't Know	4%	3%	5%	22%	0%	3%	3%	3%	4%	3%	7%	2%	4%	2%	6%	6%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good schools

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	5%	6%	3%	0%	4%	8%	7%	6%	2%	10%	1%	2%	1%	2%	3%	5%	11%	12%
Above average	24%	28%	21%	27%	22%	25%	26%	21%	26%	31%	25%	21%	15%	21%	27%	28%	19%	30%
At about the national average	48%	46%	49%	45%	49%	44%	45%	46%	55%	43%	48%	54%	51%	53%	48%	41%	46%	34%
Below average	16%	13%	19%	20%	23%	13%	19%	13%	8%	12%	15%	14%	25%	19%	16%	14%	15%	24%
Far below average	3%	4%	2%	0%	2%	7%	2%	8%	1%	2%	5%	6%	2%	1%	2%	5%	6%	0%
Don't Know	4%	3%	5%	8%	0%	3%	1%	8%	8%	2%	7%	3%	6%	3%	3%	6%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good quality healthcare

	Gender		Age						Social Grade				Education					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	2%	5%	0%	0%	2%	5%	2%	1%	3%	4%	1%	3%	1%	3%	1%	2%	4%	12%
Above average	17%	21%	13%	7%	8%	22%	23%	18%	21%	22%	11%	18%	14%	14%	14%	21%	21%	33%
At about the national average	51%	51%	50%	45%	57%	50%	48%	52%	49%	50%	48%	57%	53%	58%	54%	50%	39%	34%
Below average	19%	16%	23%	27%	23%	12%	19%	18%	20%	18%	24%	12%	21%	20%	21%	15%	22%	21%
Far below average	7%	6%	9%	13%	8%	6%	7%	10%	4%	5%	10%	7%	8%	6%	5%	7%	14%	0%
Don't Know	3%	1%	5%	8%	2%	5%	1%	1%	4%	0%	7%	3%	2%	0%	5%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The quality of public transport

	Gender			Age						Social Grade				Education				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	4%	4%	4%	13%	2%	9%	1%	2%	3%	4%	7%	2%	1%	3%	3%	2%	12%	12%
Above average	22%	25%	19%	20%	24%	21%	27%	15%	21%	24%	22%	23%	17%	19%	20%	23%	30%	9%
At about the national average	43%	38%	47%	34%	46%	43%	35%	43%	48%	41%	46%	43%	41%	44%	48%	40%	32%	45%
Below average	22%	24%	21%	26%	22%	19%	25%	25%	18%	23%	14%	21%	32%	25%	20%	25%	16%	24%
Far below average	7%	8%	6%	0%	6%	6%	9%	12%	5%	7%	7%	8%	5%	8%	4%	6%	10%	9%
Don't Know	3%	1%	4%	8%	0%	2%	2%	2%	4%	1%	4%	2%	4%	1%	4%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Levels of crime

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	8%	9%	7%	0%	18%	9%	6%	10%	2%	5%	9%	12%	9%	10%	5%	7%	18%	0%
Above average	24%	27%	22%	20%	24%	26%	25%	30%	22%	18%	30%	27%	27%	29%	24%	20%	21%	58%
At about the national average	40%	39%	42%	33%	31%	35%	42%	45%	53%	45%	39%	37%	37%	42%	38%	46%	32%	42%
Below average	19%	18%	20%	25%	24%	21%	20%	10%	17%	24%	14%	17%	19%	13%	24%	19%	23%	0%
Far below average	4%	4%	5%	7%	4%	7%	5%	3%	1%	6%	2%	3%	5%	5%	4%	3%	6%	0%
Don't Know	4%	2%	4%	15%	0%	2%	2%	2%	5%	2%	6%	3%	4%	1%	5%	6%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good shops

	Gender			Age						Social Grade				Education				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	6%	8%	5%	13%	8%	11%	3%	3%	2%	6%	8%	3%	6%	1%	8%	6%	11%	12%
Above average	28%	30%	25%	27%	31%	31%	24%	21%	30%	38%	24%	21%	22%	27%	21%	33%	34%	32%
At about the national average	40%	39%	40%	45%	33%	35%	40%	46%	43%	35%	43%	49%	37%	39%	49%	33%	33%	36%
Below average	19%	17%	21%	7%	21%	17%	24%	18%	18%	18%	17%	23%	21%	24%	14%	21%	15%	10%
Far below average	6%	5%	7%	0%	6%	4%	7%	10%	4%	3%	4%	3%	13%	9%	4%	4%	8%	9%
Don't Know	2%	1%	3%	8%	0%	2%	2%	1%	2%	0%	4%	1%	2%	0%	3%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Internet availability and speed

	Gender			Age						Social Grade				Education				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	5%	7%	3%	0%	4%	12%	5%	5%	1%	8%	3%	6%	1%	2%	4%	6%	7%	12%
Above average	23%	28%	19%	21%	29%	23%	20%	20%	23%	27%	14%	20%	30%	27%	23%	20%	26%	23%
At about the national average	56%	53%	60%	45%	58%	46%	58%	62%	61%	53%	63%	61%	50%	59%	55%	61%	43%	65%
Below average	10%	9%	10%	20%	6%	11%	11%	7%	8%	10%	8%	8%	12%	6%	11%	8%	19%	0%
Far below average	1%	1%	1%	6%	0%	2%	2%	1%	0%	1%	3%	1%	1%	1%	3%	1%	1%	0%
Don't Know	5%	2%	7%	8%	2%	6%	3%	4%	7%	2%	9%	3%	5%	4%	5%	5%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Things to do and leisure activities

	Gender			Age						Social Grade				Education				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Far above average	6%	8%	4%	20%	6%	7%	5%	3%	1%	6%	11%	1%	2%	2%	1%	11%	15%	0%
Above average	20%	26%	15%	7%	16%	28%	24%	15%	25%	24%	16%	21%	19%	17%	18%	21%	31%	32%
At about the national average	39%	38%	40%	26%	47%	30%	35%	45%	45%	43%	38%	40%	34%	45%	45%	34%	29%	56%
Below average	27%	24%	29%	38%	28%	24%	26%	27%	22%	23%	24%	33%	32%	29%	28%	24%	22%	12%
Far below average	5%	3%	6%	0%	2%	6%	8%	6%	4%	2%	6%	2%	9%	5%	4%	4%	3%	0%
Don't Know	3%	1%	5%	8%	2%	4%	2%	4%	2%	0%	6%	2%	5%	2%	4%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

How proud, or not, are you to be from the town, city or village you live in?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Very proud	16%	19%	12%	27%	14%	17%	16%	7%	16%	17%	16%	13%	14%	14%	14%	15%	22%	23%
Quite proud	35%	37%	33%	20%	31%	42%	45%	30%	34%	42%	36%	32%	23%	29%	32%	45%	38%	12%
Neither proud, nor not proud	33%	33%	33%	32%	33%	26%	24%	39%	42%	28%	31%	33%	43%	37%	37%	27%	22%	56%
Not very proud	10%	7%	14%	13%	12%	8%	9%	18%	6%	8%	8%	18%	13%	12%	12%	9%	8%	0%
Not proud at all	6%	4%	7%	8%	8%	6%	6%	6%	3%	5%	9%	4%	5%	6%	5%	4%	10%	9%
Don't know	0%	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

To what extent do you agree or disagree with the following statement: "Most people in my area are proud of the area" ?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Strongly agree	14%	13%	14%	27%	12%	16%	15%	8%	11%	17%	13%	9%	11%	14%	14%	14%	11%	12%
Somewhat agree	36%	41%	31%	34%	38%	38%	42%	26%	36%	40%	36%	39%	29%	29%	33%	47%	36%	23%
Neither agree nor disagree	27%	27%	26%	33%	17%	24%	26%	32%	31%	24%	27%	30%	27%	31%	28%	18%	25%	56%
Somewhat disagree	11%	9%	14%	6%	18%	9%	6%	17%	9%	11%	9%	7%	17%	16%	10%	10%	11%	9%
Strongly disagree	7%	5%	9%	0%	16%	11%	5%	5%	3%	3%	7%	11%	11%	4%	10%	6%	12%	0%
Don't know	5%	5%	6%	0%	0%	2%	6%	12%	11%	5%	6%	4%	5%	5%	5%	5%	6%	0%
Total Agree:	50%	54%	45%	60%	49%	54%	57%	34%	46%	57%	50%	48%	40%	44%	47%	62%	46%	35%
Total Disagree:	18%	14%	23%	6%	33%	20%	11%	23%	11%	14%	16%	18%	28%	20%	20%	15%	23%	9%
Net:	31%	40%	22%	54%	16%	34%	46%	11%	35%	42%	33%	30%	12%	24%	27%	46%	24%	26%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

What things do you think most help foster pride in your local town, city or village? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Our local football club	16%	17%	15%	19%	22%	10%	18%	12%	14%	16%	16%	8%	21%	13%	19%	13%	19%	22%
Our local sports teams besides football	6%	9%	4%	7%	6%	6%	9%	2%	7%	7%	6%	6%	7%	6%	3%	8%	13%	0%
Our other clubs, like local bands	5%	6%	4%	7%	8%	6%	3%	2%	3%	6%	5%	11%	1%	2%	5%	6%	6%	12%
Our local parks and green spaces	35%	36%	33%	20%	32%	43%	27%	34%	43%	41%	33%	28%	31%	30%	39%	37%	32%	22%
Our historic monuments like war memorials	8%	9%	7%	7%	6%	11%	9%	7%	6%	6%	11%	4%	8%	7%	9%	8%	5%	12%
Our historic buildings	13%	14%	11%	7%	14%	12%	13%	14%	14%	18%	9%	9%	13%	15%	8%	13%	19%	32%
Our major festivals, like carnivals, fairs etc	10%	9%	10%	7%	12%	19%	11%	4%	5%	13%	10%	8%	5%	5%	9%	13%	15%	24%
Our museums	4%	5%	4%	8%	6%	3%	1%	5%	5%	5%	4%	2%	5%	6%	4%	3%	4%	22%
Our industrial heritage	22%	23%	22%	20%	21%	13%	26%	24%	27%	19%	23%	30%	21%	22%	24%	22%	20%	32%
Our historic pubs	7%	8%	5%	0%	6%	9%	9%	5%	7%	6%	10%	1%	7%	4%	9%	6%	9%	10%
Our clubs for young people - Scouts, youth clubs etc	5%	6%	5%	7%	4%	9%	7%	2%	4%	5%	5%	6%	7%	7%	3%	7%	5%	9%
Our high street	13%	13%	14%	20%	15%	18%	10%	9%	9%	18%	12%	12%	9%	9%	12%	17%	17%	0%
Our local employers / businesses	14%	16%	12%	20%	16%	12%	15%	12%	10%	18%	14%	10%	8%	8%	16%	18%	13%	12%
Our market	16%	18%	14%	13%	26%	14%	16%	8%	15%	18%	14%	12%	20%	17%	18%	15%	13%	12%
The people who live here	41%	40%	42%	25%	33%	46%	39%	45%	50%	46%	38%	39%	37%	41%	36%	48%	36%	32%
Our libraries	5%	5%	5%	6%	8%	2%	5%	2%	6%	4%	7%	5%	5%	3%	5%	8%	3%	10%
Other (Please Specify)	2%	2%	1%	0%	0%	1%	3%	3%	3%	3%	1%	1%	1%	2%	0%	3%	3%	0%
Don't know	14%	9%	19%	19%	11%	12%	15%	19%	12%	7%	19%	18%	17%	19%	14%	8%	14%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 10 years ago

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much stronger	6%	9%	4%	13%	12%	6%	3%	4%	3%	5%	9%	5%	5%	7%	4%	5%	16%	0%
A bit stronger	14%	13%	14%	20%	17%	14%	10%	7%	14%	16%	15%	16%	7%	10%	14%	18%	10%	12%
Neither stronger nor weaker	32%	34%	30%	27%	27%	31%	34%	34%	34%	36%	31%	29%	27%	32%	29%	34%	30%	45%
A little weaker	24%	26%	22%	13%	20%	24%	28%	23%	29%	22%	22%	28%	27%	25%	25%	22%	28%	0%
Much weaker	13%	11%	15%	0%	10%	16%	12%	23%	13%	12%	12%	10%	18%	14%	16%	9%	9%	31%
Don't know	12%	7%	16%	27%	14%	9%	13%	7%	7%	9%	11%	13%	15%	12%	13%	13%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 20 years ago

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much stronger	7%	7%	6%	14%	12%	6%	4%	4%	3%	10%	4%	3%	7%	7%	5%	8%	7%	0%
A bit stronger	17%	18%	15%	13%	22%	15%	16%	16%	16%	16%	18%	28%	10%	16%	14%	18%	26%	12%
Neither stronger nor weaker	25%	25%	25%	20%	23%	25%	25%	23%	29%	25%	26%	23%	25%	24%	25%	26%	23%	22%
A little weaker	20%	26%	15%	13%	14%	25%	18%	22%	26%	23%	21%	15%	18%	17%	22%	20%	20%	44%
Much weaker	18%	16%	21%	13%	12%	19%	21%	27%	19%	15%	18%	17%	25%	24%	21%	13%	16%	9%
Don't know	13%	8%	17%	27%	18%	10%	16%	8%	5%	11%	13%	14%	16%	12%	13%	16%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 50 years ago

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much stronger	9%	11%	8%	7%	8%	8%	8%	10%	14%	11%	5%	12%	10%	11%	8%	7%	9%	34%
A bit stronger	11%	12%	10%	13%	18%	11%	6%	11%	7%	13%	10%	17%	6%	13%	6%	15%	13%	0%
Neither stronger nor weaker	22%	21%	23%	20%	27%	24%	20%	21%	17%	17%	30%	22%	19%	18%	28%	18%	24%	22%
A little weaker	11%	13%	10%	6%	6%	12%	11%	14%	17%	14%	11%	7%	11%	14%	12%	5%	20%	10%
Much weaker	27%	28%	26%	20%	18%	33%	31%	34%	27%	26%	27%	24%	31%	32%	27%	28%	21%	21%
Don't know	19%	14%	24%	33%	24%	12%	24%	10%	18%	19%	18%	17%	22%	14%	20%	26%	14%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

You said that you thought civic pride had declined in your local area. Which of the following reasons best explains why Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	261	135	126	5	18	48	49	54	87	97	68	33	63	0	0	59	41	5
Weighted	244	124	120	15	38	44	43	42	62	87	62	29	66	0	0	59	36	4
Parks and green spaces have got worse	16%	10%	22%	100%	16%	8%	4%	15%	9%	15%	22%	5%	14%	8%	16%	26%	12%	19%
Anti-social behaviour has risen	45%	42%	48%	39%	33%	46%	46%	61%	41%	41%	53%	44%	43%	46%	54%	32%	48%	41%
There is more litter and rubbish around	31%	29%	33%	39%	23%	29%	26%	29%	40%	25%	33%	47%	29%	34%	38%	27%	16%	23%
Festivals have declined	4%	5%	4%	0%	11%	6%	2%	4%	2%	2%	1%	16%	5%	9%	1%	4%	2%	17%
The high street has got worse	34%	32%	36%	0%	27%	29%	39%	34%	46%	34%	45%	27%	26%	20%	44%	32%	35%	37%
Markets have gone	16%	14%	18%	20%	5%	19%	16%	15%	22%	13%	14%	22%	20%	18%	18%	18%	7%	0%
The whole place feels poorer	34%	29%	39%	0%	73%	31%	40%	31%	18%	31%	23%	40%	46%	33%	32%	39%	39%	23%
Local people have moved away	9%	15%	3%	0%	6%	13%	6%	13%	10%	9%	7%	21%	6%	8%	7%	7%	15%	17%
Sports teams and clubs have declined	6%	11%	1%	0%	0%	13%	4%	8%	5%	7%	3%	3%	8%	8%	3%	3%	13%	0%
Local industry has declined	21%	27%	14%	0%	11%	21%	25%	25%	26%	26%	18%	28%	14%	26%	17%	25%	14%	57%
There are fewer local jobs	15%	16%	15%	0%	29%	8%	24%	13%	10%	13%	19%	0%	21%	16%	14%	14%	20%	19%
Monuments have fallen into disrepair	1%	1%	1%	0%	0%	2%	0%	2%	1%	1%	1%	2%	0%	2%	0%	0%	3%	0%
Historic pubs have closed	12%	17%	7%	0%	6%	17%	10%	15%	15%	13%	8%	19%	12%	19%	6%	12%	16%	0%
Excessive or poor quality development has made it less attractive	17%	17%	17%	61%	22%	9%	19%	7%	16%	18%	16%	9%	21%	12%	19%	25%	9%	23%
Historic buildings have deteriorated or been knocked down	12%	13%	12%	41%	0%	12%	14%	7%	15%	11%	14%	10%	14%	18%	7%	12%	13%	23%
Other, please specify	5%	4%	6%	0%	5%	2%	4%	2%	10%	6%	4%	3%	5%	2%	9%	1%	9%	0%
Don't know	2%	1%	2%	0%	5%	4%	0%	2%	0%	2%	3%	0%	1%	4%	1%	2%	0%	0%

Note:

BASE: Those who say civic pride has declined in their area

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to ten years ago, do you think the town, city or village where you live is a better or worse place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much better	9%	11%	6%	13%	16%	12%	5%	3%	4%	12%	7%	9%	7%	7%	5%	8%	21%	12%
A bit better	17%	21%	13%	21%	19%	21%	16%	11%	15%	20%	19%	16%	10%	9%	17%	24%	16%	10%
About the same	31%	32%	30%	28%	28%	24%	34%	32%	38%	36%	28%	33%	26%	29%	30%	36%	26%	56%
A little worse	27%	27%	27%	19%	25%	25%	28%	28%	31%	23%	27%	26%	34%	32%	31%	22%	18%	12%
Much worse	12%	8%	17%	6%	8%	14%	13%	23%	11%	8%	11%	16%	18%	19%	12%	6%	11%	9%
Don't know	4%	1%	7%	13%	4%	4%	5%	2%	2%	2%	9%	1%	4%	3%	4%	3%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

You said that you thought your town, city or village was a better place to live compared to ten years before. Which of the following best explains why? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	116	72	44	5	18	30	20	13	30	51	30	15	18	0	0	37	25	2
Weighted	132	81	51	16	38	28	18	10	21	56	37	17	20	0	0	44	26	2
It is easier to drive around	10%	11%	10%	39%	5%	14%	5%	0%	3%	11%	13%	6%	10%	4%	17%	7%	15%	0%
There are more facilities for local sport	9%	9%	7%	0%	6%	10%	15%	0%	16%	13%	0%	13%	8%	11%	13%	4%	11%	0%
It is more diverse	23%	30%	14%	41%	23%	17%	15%	32%	23%	26%	14%	20%	37%	21%	36%	17%	14%	100%
Schools are better	14%	12%	17%	0%	11%	23%	10%	0%	27%	22%	7%	9%	4%	7%	7%	19%	15%	0%
There are more jobs available	15%	17%	12%	0%	17%	17%	36%	0%	10%	19%	8%	18%	15%	13%	3%	20%	22%	0%
There are more restaurants and cafes	26%	23%	33%	20%	21%	19%	30%	46%	37%	30%	24%	14%	34%	14%	20%	36%	26%	46%
There are more bars and pubs	12%	9%	19%	39%	11%	10%	15%	0%	3%	8%	25%	10%	4%	12%	11%	19%	8%	0%
The high street is better	22%	18%	29%	0%	39%	23%	16%	24%	13%	18%	26%	25%	18%	32%	16%	22%	23%	54%
Public transport is better	27%	30%	21%	0%	29%	26%	20%	37%	43%	20%	28%	55%	22%	26%	33%	9%	41%	0%
Important local services like libraries are more readily available	10%	4%	18%	0%	16%	10%	0%	30%	3%	8%	12%	0%	18%	14%	15%	9%	3%	0%
Good quality housing is more available	28%	34%	19%	39%	17%	40%	26%	31%	23%	32%	39%	23%	5%	12%	36%	16%	58%	0%
There are more big events like markets, festivals etc	14%	13%	14%	0%	11%	20%	15%	30%	10%	10%	22%	6%	17%	10%	15%	14%	8%	100%
Crime / anti-social behaviour has dropped	19%	26%	9%	20%	17%	24%	15%	16%	20%	23%	15%	13%	21%	15%	27%	12%	27%	0%
There are more things to do for families	8%	7%	9%	0%	6%	16%	10%	15%	3%	13%	3%	9%	4%	7%	5%	13%	7%	0%
Parks and green spaces are better	30%	27%	35%	20%	45%	13%	25%	23%	40%	24%	29%	36%	37%	40%	38%	30%	15%	0%
Other, please specify	2%	2%	2%	0%	0%	0%	10%	0%	3%	2%	2%	0%	4%	0%	0%	2%	4%	0%
Don't know	2%	0%	4%	0%	5%	0%	0%	0%	0%	0%	0%	12%	0%	10%	0%	0%	0%	0%

Note:

BASE: Those who think their town is a better place to live than 10 years ago

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

You said that you thought your town, city or village was a worse place to live compared to ten years ago. Which of the following best explains why? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	211	97	114	4	17	36	40	48	66	57	60	33	61	0	0	42	20	2
Weighted	198	86	112	12	35	33	35	37	47	54	53	29	62	0	0	39	20	2
It is harder to drive around	9%	12%	7%	25%	6%	6%	7%	11%	11%	20%	10%	6%	1%	3%	13%	7%	23%	0%
There are fewer facilities for local sport	1%	2%	1%	0%	0%	0%	0%	2%	3%	0%	0%	0%	4%	2%	0%	0%	0%	0%
Schools are worse	6%	8%	5%	0%	6%	11%	7%	4%	6%	13%	5%	3%	4%	3%	4%	12%	11%	100%
Crime and anti-social behaviour is higher	62%	66%	59%	50%	53%	61%	60%	79%	59%	52%	61%	78%	64%	64%	65%	52%	61%	100%
The high street is worse	42%	40%	44%	25%	29%	25%	50%	55%	53%	40%	45%	46%	40%	45%	47%	32%	29%	43%
There are fewer jobs available	11%	14%	9%	0%	12%	6%	12%	18%	11%	10%	12%	6%	13%	11%	9%	17%	10%	0%
Public transport is worse	17%	17%	16%	25%	12%	8%	23%	10%	24%	14%	12%	17%	22%	16%	21%	20%	0%	0%
There are fewer things to do for families	11%	5%	15%	0%	17%	16%	10%	6%	9%	9%	14%	5%	12%	18%	7%	10%	3%	0%
Important local services like libraries have closed	15%	21%	11%	0%	0%	17%	15%	19%	26%	16%	14%	24%	10%	10%	15%	21%	20%	0%
The cost of living is higher	25%	29%	22%	0%	47%	37%	28%	17%	11%	32%	21%	21%	25%	22%	21%	27%	45%	0%
There are fewer bars and pubs	12%	16%	9%	0%	6%	14%	20%	8%	16%	6%	11%	29%	11%	21%	10%	2%	9%	0%
There are fewer cafes and restaurants	4%	3%	5%	25%	6%	0%	2%	0%	6%	6%	0%	0%	9%	5%	5%	2%	8%	0%
There are fewer big events like markets, festivals etc	12%	9%	14%	0%	23%	9%	8%	14%	11%	13%	13%	14%	9%	16%	10%	9%	3%	0%
Parks and green spaces are worse	16%	17%	16%	50%	12%	13%	13%	15%	17%	11%	19%	9%	22%	20%	17%	16%	12%	0%
Good quality housing is less available	18%	11%	23%	50%	17%	30%	15%	15%	6%	7%	20%	12%	27%	16%	21%	17%	12%	0%
There are fewer jobs	10%	10%	10%	0%	6%	23%	17%	9%	4%	13%	14%	5%	7%	7%	6%	19%	14%	0%
Other, please specify	6%	8%	4%	0%	6%	6%	0%	4%	13%	9%	3%	8%	5%	2%	6%	13%	4%	57%

Note:
 BASE: Those who think their town is a worse place to live
 Fieldwork: 23rd Nov - 2nd Dec 2021
 Data weighted by age & gender

Compared to 20 years ago, do you think the town, city or village where you live is a better place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much better	8%	10%	6%	6%	12%	14%	5%	2%	6%	11%	5%	9%	7%	7%	7%	6%	17%	12%
A bit better	16%	20%	12%	34%	14%	14%	17%	11%	14%	18%	18%	15%	10%	13%	12%	23%	15%	22%
About the same	27%	24%	30%	20%	37%	22%	25%	23%	29%	30%	27%	30%	21%	23%	30%	31%	26%	24%
A little worse	23%	26%	20%	25%	8%	20%	26%	30%	31%	21%	21%	20%	29%	24%	29%	18%	17%	32%
Much worse	17%	13%	20%	0%	18%	18%	17%	29%	15%	11%	16%	19%	26%	27%	17%	11%	12%	9%
Don't know	9%	6%	11%	15%	12%	10%	10%	5%	5%	9%	12%	7%	7%	7%	6%	11%	14%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking about your nearest high street specifically - the place nearest to you with a significant number of shops and retail outlets - would you say that your local high street has gotten better or worse in the last ten years?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Much better	7%	9%	4%	0%	16%	9%	3%	1%	5%	9%	3%	7%	7%	7%	6%	5%	10%	12%
A little better	20%	21%	20%	53%	19%	25%	17%	14%	10%	19%	24%	16%	19%	14%	24%	21%	26%	22%
It has stayed about the same	18%	14%	22%	38%	21%	17%	23%	11%	9%	18%	22%	17%	15%	13%	22%	21%	18%	24%
A little worse	22%	29%	16%	2%	18%	22%	21%	29%	32%	26%	23%	18%	21%	22%	18%	26%	24%	23%
Much worse	28%	24%	32%	0%	21%	23%	31%	43%	40%	26%	22%	37%	35%	38%	29%	23%	19%	19%
Don't know	4%	3%	5%	6%	4%	4%	4%	2%	4%	2%	6%	5%	3%	7%	1%	4%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

You said that your nearest high street has gotten worse in the last ten years. Which of the following reasons best explains how the high street has gotten worse? Select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	295	148	146	1	20	42	52	66	114	103	77	43	72	0	0	71	34	4
Weighted	259	132	126	1	42	38	46	51	80	91	63	39	66	0	0	67	30	3
There are more boarded-up shops	47%	46%	49%	0%	45%	57%	56%	38%	45%	42%	55%	38%	53%	49%	48%	50%	36%	30%
There are fewer people around	9%	11%	6%	0%	15%	7%	12%	5%	6%	15%	5%	9%	3%	2%	7%	8%	29%	23%
Attractions like cinemas have closed	8%	8%	9%	0%	10%	12%	9%	5%	8%	5%	7%	18%	9%	10%	4%	12%	6%	0%
Bigger retailers have closed	39%	34%	44%	100%	44%	31%	46%	35%	38%	42%	42%	22%	43%	35%	49%	37%	36%	25%
The local bank branches have closed	44%	51%	37%	0%	30%	36%	35%	55%	54%	45%	43%	48%	42%	43%	51%	37%	41%	48%
Small independent shops have closed	49%	53%	46%	0%	46%	37%	48%	61%	51%	56%	47%	61%	36%	57%	34%	53%	56%	70%
Pedestrianisation has reduced the hustle and bustle	2%	2%	1%	0%	0%	5%	0%	1%	2%	2%	0%	2%	2%	1%	3%	0%	3%	0%
There are fewer flowers and greenery	4%	3%	4%	0%	0%	12%	0%	3%	4%	2%	5%	4%	4%	2%	3%	4%	6%	0%
There is more anti-social behaviour / crime	37%	36%	38%	0%	40%	39%	38%	50%	26%	32%	35%	41%	42%	42%	36%	32%	33%	52%
There is more litter and mess e.g. chewing gum	19%	19%	19%	0%	20%	12%	11%	16%	27%	12%	22%	22%	23%	21%	21%	19%	9%	0%
New development has been ugly	7%	6%	8%	0%	5%	12%	0%	12%	8%	9%	10%	6%	3%	3%	7%	10%	15%	0%
There is nowhere to park your car	10%	9%	11%	0%	15%	5%	15%	2%	12%	16%	8%	8%	5%	6%	8%	12%	14%	52%
Other, please specify	6%	3%	8%	0%	5%	5%	9%	4%	5%	4%	1%	12%	9%	6%	8%	3%	5%	0%

Note:
 BASE: Those who say their nearest high street has got worse
 Fieldwork: 23rd Nov - 2nd Dec 2021
 Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A local newspaper

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	65%	67%	63%	88%	70%	63%	63%	46%	62%	66%	72%	50%	66%	67%	69%	60%	68%	*
We used to have this in our town, but no longer do	19%	23%	17%	0%	5%	19%	23%	44%	26%	19%	23%	23%	16%	22%	14%	21%	16%	*
We have never had this in our town	6%	3%	8%	12%	5%	4%	3%	8%	4%	7%	0%	14%	5%	6%	5%	7%	9%	*
Don't Know	10%	7%	12%	0%	20%	14%	10%	2%	8%	8%	6%	13%	13%	5%	12%	12%	8%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A museum

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	42%	44%	41%	38%	44%	56%	43%	29%	44%	54%	38%	28%	41%	36%	41%	51%	76%	*
We used to have this in our town, but no longer do	6%	3%	9%	12%	0%	7%	6%	5%	11%	5%	11%	0%	7%	4%	9%	3%	8%	*
We have never had this in our town	35%	39%	31%	26%	20%	22%	44%	61%	37%	33%	33%	52%	29%	33%	33%	37%	16%	*
Don't Know	17%	14%	19%	24%	36%	15%	6%	5%	8%	8%	18%	20%	23%	26%	17%	9%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A theatre

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	51%	48%	52%	38%	54%	71%	53%	33%	54%	65%	44%	34%	49%	38%	50%	67%	53%	*
We used to have this in our town, but no longer do	15%	15%	14%	0%	15%	4%	16%	33%	16%	13%	24%	6%	14%	22%	14%	7%	23%	*
We have never had this in our town	23%	22%	24%	24%	15%	14%	31%	31%	26%	18%	20%	49%	19%	24%	28%	13%	24%	*
Don't Know	11%	14%	10%	38%	16%	11%	0%	2%	5%	4%	12%	12%	19%	17%	8%	13%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A railway station

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	72%	71%	73%	88%	65%	78%	73%	67%	70%	79%	73%	57%	71%	67%	67%	80%	92%	*
We used to have this in our town, but no longer do	15%	19%	12%	0%	5%	14%	20%	28%	22%	13%	19%	9%	17%	21%	13%	13%	8%	*
We have never had this in our town	8%	4%	11%	12%	15%	4%	0%	5%	8%	2%	6%	22%	9%	4%	17%	2%	0%	*
Don't Know	5%	6%	5%	0%	15%	4%	7%	0%	0%	5%	2%	11%	4%	9%	3%	5%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A library

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	83%	83%	83%	86%	80%	85%	73%	88%	85%	84%	88%	76%	81%	82%	87%	81%	92%	*
We used to have this in our town, but no longer do	12%	11%	13%	14%	10%	4%	23%	12%	13%	13%	10%	15%	13%	15%	7%	14%	8%	*
We have never had this in our town	1%	0%	3%	0%	5%	0%	0%	0%	2%	4%	0%	2%	0%	4%	1%	0%	0%	*
Don't Know	3%	6%	2%	0%	5%	11%	4%	0%	0%	0%	2%	7%	6%	0%	5%	5%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Lots of flowers / greenery in public spaces during summer

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	59%	59%	60%	62%	55%	60%	67%	44%	71%	76%	49%	33%	62%	47%	65%	70%	66%	*
We used to have this in our town, but no longer do	21%	27%	17%	14%	10%	21%	20%	42%	22%	14%	29%	27%	20%	33%	9%	21%	16%	*
We have never had this in our town	11%	6%	14%	24%	15%	8%	3%	10%	5%	7%	13%	17%	10%	10%	16%	5%	8%	*
Don't Know	9%	8%	10%	0%	20%	11%	10%	5%	2%	3%	9%	22%	8%	10%	10%	5%	10%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high-quality amateur / non-league football club

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	38%	33%	41%	36%	34%	37%	44%	46%	31%	40%	45%	31%	33%	33%	43%	33%	35%	*
We used to have this in our town, but no longer do	13%	22%	6%	14%	15%	4%	4%	18%	18%	8%	24%	11%	10%	11%	13%	18%	0%	*
We have never had this in our town	17%	21%	15%	12%	5%	27%	16%	21%	28%	17%	19%	18%	17%	21%	14%	15%	31%	*
Don't Know	32%	23%	38%	38%	46%	32%	36%	15%	23%	35%	12%	41%	40%	35%	30%	34%	35%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A professional football club

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	53%	63%	47%	52%	65%	60%	54%	36%	51%	54%	66%	29%	55%	46%	54%	59%	60%	*
We used to have this in our town, but no longer do	7%	9%	5%	0%	5%	8%	10%	10%	9%	6%	10%	8%	6%	11%	6%	4%	8%	*
We have never had this in our town	24%	20%	26%	24%	10%	4%	26%	46%	35%	22%	22%	38%	20%	24%	26%	20%	32%	*
Don't Know	16%	7%	22%	24%	20%	29%	10%	7%	6%	18%	2%	26%	19%	19%	13%	18%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Historic pubs

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	40%	41%	40%	12%	40%	52%	47%	39%	49%	51%	46%	31%	30%	41%	34%	47%	59%	*
We used to have this in our town, but no longer do	24%	32%	19%	26%	10%	22%	29%	28%	35%	16%	28%	39%	24%	24%	23%	22%	33%	*
We have never had this in our town	10%	8%	11%	12%	10%	0%	10%	20%	7%	7%	11%	15%	10%	9%	12%	9%	8%	*
Don't Know	25%	19%	29%	50%	40%	26%	13%	12%	9%	26%	15%	15%	36%	26%	30%	21%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A leisure centre / swimming pool

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	80%	78%	81%	74%	80%	78%	86%	80%	81%	80%	75%	89%	79%	80%	80%	77%	91%	*
We used to have this in our town, but no longer do	13%	12%	14%	26%	15%	11%	10%	10%	9%	18%	17%	0%	12%	15%	13%	17%	0%	*
We have never had this in our town	4%	4%	3%	0%	0%	4%	0%	8%	11%	3%	6%	8%	1%	4%	4%	2%	9%	*
Don't Know	3%	6%	2%	0%	5%	7%	4%	2%	0%	0%	2%	4%	7%	1%	3%	5%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A regular market

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	60%	60%	61%	100%	49%	64%	50%	64%	48%	63%	72%	33%	61%	55%	62%	70%	54%	*
We used to have this in our town, but no longer do	27%	24%	30%	0%	35%	21%	33%	25%	39%	28%	15%	47%	27%	33%	23%	23%	22%	*
We have never had this in our town	6%	9%	4%	0%	5%	0%	10%	8%	13%	6%	11%	5%	4%	5%	9%	2%	24%	*
Don't Know	6%	7%	5%	0%	10%	14%	7%	3%	0%	3%	2%	15%	7%	6%	6%	5%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An annual event like a carnival, fun fair or market

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	49%	41%	54%	50%	54%	47%	33%	54%	50%	54%	47%	50%	42%	38%	61%	48%	51%	*
We used to have this in our town, but no longer do	25%	38%	16%	14%	11%	26%	43%	21%	39%	25%	30%	21%	24%	33%	15%	26%	42%	*
We have never had this in our town	14%	10%	16%	24%	15%	4%	10%	18%	11%	4%	18%	14%	20%	13%	20%	4%	8%	*
Don't Know	13%	11%	14%	12%	20%	22%	14%	8%	0%	17%	4%	15%	14%	16%	5%	23%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A village / town hall that local people can hire

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	50%	52%	48%	36%	55%	45%	51%	46%	59%	54%	53%	51%	43%	47%	54%	50%	60%	*
We used to have this in our town, but no longer do	17%	12%	21%	12%	15%	14%	23%	26%	15%	21%	17%	12%	17%	20%	15%	15%	9%	*
We have never had this in our town	15%	14%	15%	12%	10%	7%	20%	23%	18%	13%	13%	26%	13%	19%	13%	6%	31%	*
Don't Know	18%	22%	15%	39%	20%	34%	7%	5%	8%	13%	17%	10%	27%	14%	18%	29%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A park / large green space

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	89%	83%	93%	100%	84%	89%	86%	87%	93%	91%	90%	96%	84%	85%	88%	95%	100%	*
We used to have this in our town, but no longer do	6%	8%	5%	0%	5%	4%	10%	11%	7%	5%	6%	0%	10%	15%	4%	0%	0%	*
We have never had this in our town	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%	1%	0%	0%	*
Don't Know	4%	9%	1%	0%	11%	7%	4%	0%	0%	4%	2%	4%	6%	0%	7%	5%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An orchestra / big band

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	8%	9%	8%	0%	10%	7%	3%	11%	16%	12%	6%	3%	8%	15%	4%	7%	9%	*
We used to have this in our town, but no longer do	13%	18%	9%	26%	5%	7%	14%	15%	13%	7%	20%	3%	18%	9%	16%	6%	22%	*
We have never had this in our town	36%	40%	33%	24%	20%	23%	43%	62%	46%	33%	43%	51%	27%	40%	35%	30%	34%	*
Don't Know	43%	32%	50%	50%	65%	62%	40%	12%	25%	48%	31%	43%	47%	36%	45%	56%	35%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high quality football pitch for hire

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	41%	53%	33%	64%	41%	42%	34%	31%	41%	32%	63%	34%	38%	47%	51%	31%	10%	*
We used to have this in our town, but no longer do	6%	7%	4%	0%	5%	0%	10%	8%	9%	4%	4%	14%	4%	7%	7%	3%	0%	*
We have never had this in our town	16%	14%	18%	12%	15%	14%	17%	23%	15%	17%	8%	28%	16%	11%	17%	17%	31%	*
Don't Know	37%	26%	45%	24%	40%	43%	40%	38%	35%	46%	26%	25%	41%	35%	25%	49%	59%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A war memorial

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	74%	82%	69%	62%	50%	74%	80%	93%	91%	79%	79%	64%	70%	68%	76%	74%	82%	*
We used to have this in our town, but no longer do	4%	5%	4%	14%	5%	4%	3%	0%	2%	4%	8%	0%	4%	4%	4%	8%	0%	*
We have never had this in our town	7%	1%	10%	12%	10%	0%	10%	5%	2%	5%	9%	9%	5%	8%	7%	5%	8%	*
Don't Know	15%	11%	18%	12%	35%	22%	6%	2%	4%	12%	4%	27%	20%	20%	13%	14%	10%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A historic monument

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	59%	66%	55%	50%	55%	49%	64%	62%	73%	67%	55%	52%	58%	54%	66%	52%	92%	*
We used to have this in our town, but no longer do	7%	5%	8%	12%	5%	4%	3%	8%	11%	3%	9%	16%	6%	6%	10%	3%	0%	*
We have never had this in our town	15%	18%	14%	14%	10%	11%	20%	25%	14%	12%	23%	10%	16%	19%	5%	26%	8%	*
Don't Know	18%	12%	23%	24%	30%	36%	13%	5%	2%	18%	14%	22%	20%	21%	20%	19%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A town square / large outdoor shared space for events

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	170	75	95	8	20	27	30	39	46	56	40	24	48	0	0	42	12	0
Weighted	179	73	106	24	41	25	26	30	33	54	41	26	55	0	0	43	10	0
We have this in our town	63%	60%	64%	88%	70%	67%	47%	56%	50%	62%	71%	60%	58%	54%	71%	61%	66%	*
We used to have this in our town, but no longer do	8%	11%	6%	0%	0%	11%	13%	11%	15%	6%	12%	3%	10%	8%	8%	3%	26%	*
We have never had this in our town	16%	17%	16%	0%	5%	11%	23%	28%	30%	20%	13%	17%	14%	21%	9%	24%	8%	*
Don't Know	13%	12%	14%	12%	26%	11%	16%	5%	5%	12%	4%	20%	19%	17%	12%	11%	0%	*

Note:

BASE: Those who live in a town

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

How easy or hard is it to get up-to-date news on what's going on in your local town, city or village?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Very easy	18%	20%	17%	46%	18%	23%	17%	12%	9%	16%	20%	19%	19%	13%	20%	21%	24%	12%
Quite easy	42%	42%	42%	32%	48%	46%	42%	40%	39%	49%	40%	41%	35%	39%	43%	40%	51%	51%
Neither easy nor hard	24%	23%	25%	13%	17%	22%	22%	30%	36%	24%	22%	20%	30%	29%	20%	28%	14%	12%
Quite hard	10%	10%	9%	0%	10%	7%	7%	15%	13%	7%	12%	10%	10%	11%	10%	10%	4%	12%
Very hard	2%	1%	3%	0%	4%	1%	4%	2%	1%	1%	1%	2%	4%	4%	2%	0%	3%	0%
Don't know	4%	3%	4%	8%	4%	0%	7%	1%	3%	3%	6%	7%	1%	5%	5%	1%	3%	12%
Total Easy:	60%	62%	59%	78%	65%	69%	59%	52%	48%	65%	60%	61%	54%	52%	63%	61%	76%	64%
Total Hard:	12%	11%	12%	0%	14%	9%	11%	17%	14%	9%	13%	12%	14%	15%	12%	10%	8%	12%
Net:	49%	51%	47%	78%	52%	61%	48%	35%	34%	57%	47%	48%	40%	37%	51%	51%	68%	51%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Which of the following sources do you rely on most for news about what’s going on in your local town, city or village? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Local newspaper	37%	41%	33%	34%	39%	35%	26%	38%	45%	47%	32%	38%	27%	31%	33%	42%	47%	32%
Local newsletter	13%	16%	10%	13%	10%	9%	19%	10%	15%	16%	9%	15%	10%	12%	16%	7%	17%	12%
Local TV news	28%	31%	26%	20%	16%	28%	33%	39%	34%	24%	25%	36%	34%	35%	23%	30%	27%	32%
Local radio news	15%	19%	11%	20%	10%	17%	18%	17%	12%	14%	13%	12%	20%	13%	21%	12%	12%	24%
Local news website (eg BBC)	22%	24%	20%	49%	23%	24%	15%	20%	14%	19%	25%	22%	22%	16%	25%	27%	16%	37%
Local social media site (like Facebook)	37%	30%	44%	44%	43%	48%	34%	34%	23%	34%	34%	35%	46%	33%	41%	36%	38%	19%
Local message group (like WhatsApp)	8%	11%	5%	7%	11%	8%	9%	5%	5%	11%	5%	10%	4%	6%	8%	5%	14%	0%
Local web forum	10%	10%	9%	6%	12%	7%	11%	13%	8%	12%	7%	13%	7%	6%	13%	10%	8%	23%
A physical noticeboard (eg in a Post Office / supermarket)	5%	5%	5%	13%	4%	7%	2%	5%	4%	6%	7%	4%	2%	3%	3%	7%	11%	0%
Word of mouth from family and friends	41%	37%	44%	33%	51%	35%	36%	39%	42%	40%	41%	41%	41%	41%	35%	42%	46%	29%
Other, please specify	3%	3%	3%	0%	0%	1%	5%	3%	5%	1%	6%	0%	3%	2%	4%	2%	1%	0%
Don't know	5%	4%	7%	6%	8%	7%	6%	0%	3%	3%	6%	12%	4%	9%	7%	0%	4%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking back 20 years, which of the following sources did you rely on most for news on your local town, city or village? If you have moved in the last 20 years, please answer by thinking about where you lived 20 years ago. Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHl)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Local newspaper	57%	62%	52%	39%	32%	56%	66%	77%	68%	53%	53%	62%	63%	62%	60%	50%	55%	51%
Local newsletter	15%	15%	14%	13%	16%	19%	14%	11%	15%	18%	13%	10%	15%	13%	19%	12%	15%	9%
Local TV news	30%	33%	28%	20%	30%	29%	34%	35%	31%	28%	26%	30%	39%	30%	31%	27%	39%	9%
Local radio news	17%	23%	12%	6%	18%	21%	20%	14%	19%	19%	14%	16%	19%	22%	15%	16%	20%	12%
Local news website (eg BBC)	10%	11%	10%	0%	14%	13%	12%	8%	9%	12%	8%	12%	10%	11%	5%	15%	13%	24%
Local social media site (like Facebook)	7%	8%	5%	13%	12%	8%	5%	1%	2%	6%	9%	8%	4%	8%	4%	7%	9%	12%
Local message group (like WhatsApp)	3%	4%	2%	13%	4%	3%	2%	0%	0%	4%	5%	0%	1%	1%	2%	6%	3%	12%
Local web forum	3%	3%	2%	6%	6%	2%	2%	1%	0%	2%	3%	4%	2%	2%	4%	1%	3%	12%
A physical noticeboard (eg in a Post Office / supermarket)	9%	8%	11%	6%	8%	16%	6%	12%	8%	16%	4%	9%	6%	8%	7%	12%	12%	0%
Word of mouth from family and friends	33%	29%	37%	26%	25%	30%	33%	42%	40%	30%	29%	47%	34%	36%	34%	34%	24%	9%
Other, please specify	1%	1%	1%	0%	0%	1%	1%	2%	2%	1%	1%	0%	2%	1%	2%	0%	4%	0%
Not applicable - I was too young for this to be relevant	7%	5%	9%	22%	16%	7%	2%	0%	1%	3%	14%	5%	5%	4%	11%	6%	8%	12%
Don't know	9%	7%	12%	13%	12%	12%	13%	3%	5%	7%	12%	14%	7%	10%	8%	8%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Which of the following is most important in how you identify personally? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
The UK	21%	25%	17%	13%	24%	17%	13%	23%	30%	27%	22%	18%	15%	21%	19%	17%	35%	56%
My nation (England, Scotland, Wales, Northern Ireland)	20%	22%	18%	13%	10%	20%	18%	25%	32%	20%	20%	26%	18%	21%	19%	20%	20%	12%
My county	9%	12%	6%	7%	6%	10%	10%	10%	11%	10%	8%	15%	6%	8%	9%	10%	7%	10%
My nearest big city	13%	11%	14%	13%	16%	11%	16%	11%	10%	10%	18%	9%	13%	12%	14%	12%	16%	0%
The town, city or village I live in	20%	22%	18%	6%	14%	21%	25%	21%	26%	19%	22%	23%	16%	22%	21%	20%	16%	10%
How I voted or would have voted in the EU referendum	8%	10%	7%	13%	4%	11%	8%	9%	9%	11%	10%	8%	3%	7%	7%	10%	10%	12%
My religion	13%	14%	12%	13%	16%	15%	12%	5%	13%	19%	9%	9%	11%	9%	11%	19%	13%	34%
My political allegiance	6%	7%	6%	13%	4%	6%	6%	5%	7%	7%	11%	4%	1%	4%	6%	6%	11%	9%
The country my family originally moved to the UK from	5%	4%	6%	6%	4%	10%	3%	8%	1%	6%	3%	6%	4%	4%	2%	5%	8%	33%
My town or nearest town	12%	14%	11%	7%	14%	10%	14%	17%	11%	12%	7%	12%	18%	12%	11%	13%	10%	0%
My regional identity (the East Midlands, the South West etc)	11%	8%	15%	0%	10%	10%	20%	10%	12%	12%	10%	14%	9%	17%	8%	8%	17%	12%
My favourite sports team	15%	26%	4%	7%	11%	11%	18%	21%	18%	14%	15%	21%	11%	17%	12%	18%	11%	10%
My hobby / pastime	16%	17%	15%	13%	12%	24%	14%	13%	18%	17%	18%	10%	15%	15%	11%	20%	20%	21%
My favourite band / type of music	10%	10%	10%	13%	12%	11%	12%	12%	4%	8%	8%	15%	12%	10%	12%	9%	10%	0%
My gender	21%	16%	27%	6%	31%	22%	22%	23%	16%	17%	26%	14%	26%	22%	22%	19%	23%	9%
My ethnicity	14%	14%	15%	0%	21%	20%	10%	13%	13%	18%	14%	9%	12%	12%	13%	13%	23%	12%
My sexual orientation	6%	5%	7%	13%	10%	2%	6%	3%	4%	3%	10%	5%	6%	7%	10%	4%	1%	9%
Other, please specify	4%	5%	3%	7%	4%	1%	8%	4%	1%	4%	4%	4%	4%	4%	2%	8%	4%	0%
Don't know	8%	3%	13%	13%	11%	9%	4%	5%	8%	7%	6%	12%	11%	9%	12%	5%	4%	0%
Prefer not to say	2%	1%	2%	2%	2%	2%	1%	3%	1%	0%	2%	1%	4%	2%	3%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Now thinking just about your local identity - where you feel you come from - which of the following is most important in how you think about your local identity? Please select one.

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
The town, city or village I live in	36%	35%	36%	36%	40%	34%	39%	26%	36%	33%	35%	28%	45%	38%	37%	34%	29%	35%
My county	13%	17%	9%	13%	14%	13%	8%	10%	17%	18%	10%	7%	12%	14%	9%	10%	22%	19%
My region (North East etc)	25%	22%	28%	19%	24%	24%	26%	31%	27%	25%	22%	35%	24%	26%	23%	26%	28%	24%
The particular part of my town, city or village live in	14%	13%	16%	26%	14%	14%	14%	13%	10%	12%	18%	15%	11%	11%	17%	16%	13%	0%
Other, please specify	4%	4%	3%	6%	0%	4%	6%	5%	2%	4%	6%	2%	1%	3%	5%	4%	3%	10%
Don't know	9%	9%	8%	0%	8%	10%	6%	15%	9%	8%	9%	14%	6%	8%	9%	10%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Do local people in your area have a distinctive accent, different from those in other parts of the country?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
No	23%	27%	19%	29%	20%	28%	15%	21%	29%	30%	26%	19%	12%	22%	25%	21%	28%	44%
Yes	67%	63%	71%	71%	72%	57%	72%	66%	63%	63%	66%	68%	73%	67%	65%	72%	63%	56%
Don't know	10%	10%	9%	0%	8%	15%	12%	13%	8%	7%	8%	14%	15%	12%	10%	8%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking about the statues and monuments in your local town, city or village - which are designed to commemorate historic people or events - which one of the following comes closest to your view?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
We should keep them all up with no changes	48%	53%	44%	45%	44%	42%	46%	57%	55%	44%	47%	55%	52%	56%	52%	43%	37%	44%
We should keep them all up, but have plaques explaining historical context if some of them commemorate people or events we now consider immoral	35%	34%	35%	46%	33%	30%	36%	35%	34%	40%	34%	25%	32%	29%	31%	36%	53%	32%
We should actively remove all those which commemorate people or events we now consider immoral	7%	5%	9%	6%	13%	6%	8%	3%	3%	8%	9%	5%	5%	2%	6%	14%	5%	0%
None of the above	3%	2%	4%	2%	4%	6%	3%	1%	3%	3%	4%	2%	3%	2%	4%	5%	1%	12%
Don't know	7%	5%	8%	0%	6%	16%	6%	4%	6%	4%	6%	12%	8%	10%	7%	3%	4%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Has the town, city or village where you live gotten better or worse as a result of Covid and the series of lockdowns, or has it not been affected?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
It has gotten much better	4%	4%	4%	6%	6%	10%	3%	0%	0%	5%	5%	0%	4%	4%	3%	2%	10%	12%
It has gotten a little better	10%	14%	7%	14%	12%	16%	9%	5%	6%	9%	13%	11%	9%	9%	10%	10%	16%	9%
It has not been affected	29%	31%	27%	40%	27%	26%	28%	30%	30%	36%	30%	18%	23%	25%	34%	33%	25%	34%
It has gotten a little worse	34%	33%	35%	15%	23%	27%	37%	46%	47%	36%	29%	38%	34%	33%	29%	37%	33%	32%
It has gotten much worse	10%	8%	11%	6%	14%	10%	7%	11%	9%	7%	8%	9%	16%	12%	10%	8%	11%	0%
Don't know	13%	9%	16%	19%	18%	11%	16%	8%	8%	6%	16%	24%	14%	17%	14%	11%	5%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

You said the place where you live had been negatively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	242	116	125	4	19	34	44	52	89	82	58	36	65	0	0	65	29	3
Weighted	222	102	119	10	40	31	39	40	63	77	52	33	59	0	0	61	31	3
Crime and anti-social behaviour has risen	35%	27%	42%	0%	41%	41%	36%	41%	28%	21%	34%	54%	42%	40%	44%	19%	33%	39%
Local restaurants and cafes have closed	32%	32%	33%	30%	31%	29%	36%	29%	35%	36%	28%	33%	33%	31%	43%	22%	32%	0%
Local employers have closed	19%	16%	21%	30%	16%	23%	18%	13%	20%	17%	19%	16%	22%	20%	19%	25%	7%	0%
Local high street shops have closed	51%	53%	50%	10%	42%	50%	70%	46%	56%	59%	50%	44%	46%	50%	42%	58%	53%	29%
Community spirit has been damaged	21%	23%	20%	0%	43%	15%	19%	11%	21%	17%	15%	24%	31%	28%	14%	22%	24%	0%
It is harder to drive around because traffic is worse	8%	6%	9%	0%	15%	6%	2%	7%	8%	8%	3%	11%	9%	11%	14%	4%	0%	0%
Local events have been cancelled	26%	34%	19%	0%	22%	33%	28%	29%	26%	29%	28%	26%	19%	31%	23%	25%	26%	61%
It is harder to access healthcare	52%	57%	48%	30%	43%	39%	57%	56%	62%	50%	48%	63%	51%	49%	48%	58%	55%	29%
Local services like libraries have reduced hours	19%	20%	19%	30%	20%	11%	14%	18%	25%	21%	22%	11%	19%	15%	16%	21%	27%	0%
People have left the area	2%	4%	1%	0%	0%	3%	5%	4%	0%	1%	3%	5%	0%	1%	3%	3%	0%	0%
Schools in the area have gotten worse	4%	2%	5%	0%	5%	11%	2%	4%	0%	4%	3%	5%	3%	3%	1%	6%	3%	39%
Other, please specify	3%	2%	4%	30%	0%	3%	0%	2%	3%	3%	8%	0%	0%	1%	6%	2%	0%	39%
Don't know	1%	2%	0%	0%	0%	3%	0%	2%	0%	1%	0%	0%	2%	2%	1%	0%	0%	0%

Note:
 BASE: Those who say their area has been negatively affected
 Fieldwork: 23rd Nov - 2nd Dec 2021
 Data weighted by age & gender

You said the place where you live had been positively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	63	39	24	3	9	24	12	5	10	25	19	6	13	0	0	15	16	2
Weighted	73	46	27	9	19	23	11	4	7	25	25	8	15	0	0	16	18	2
New people have moved to the area	25%	27%	21%	65%	22%	25%	18%	0%	0%	16%	37%	11%	28%	6%	40%	12%	40%	0%
New employers have opened in the area	15%	11%	20%	31%	22%	9%	9%	0%	9%	14%	12%	29%	13%	26%	18%	0%	16%	0%
New cafes and restaurants have opened	38%	38%	36%	0%	79%	37%	9%	21%	29%	45%	27%	66%	27%	50%	22%	40%	41%	43%
The environment has improved locally	42%	40%	47%	35%	55%	41%	24%	60%	42%	40%	38%	40%	55%	49%	49%	33%	39%	43%
The high street has improved	23%	22%	24%	0%	21%	33%	26%	21%	20%	40%	19%	0%	12%	17%	13%	29%	27%	100%
Community spirit has improved	31%	35%	24%	0%	34%	33%	18%	79%	50%	35%	32%	37%	19%	19%	44%	40%	23%	0%
It is easier to drive around because traffic is better	29%	30%	26%	65%	22%	21%	26%	40%	20%	32%	28%	41%	18%	31%	18%	31%	32%	57%
Housing is cheaper	8%	11%	3%	0%	0%	21%	9%	0%	0%	8%	11%	0%	6%	5%	0%	12%	11%	57%
It is generally quieter	40%	41%	38%	69%	33%	29%	50%	19%	50%	30%	44%	23%	59%	32%	45%	50%	34%	0%
Don't know	1%	0%	3%	0%	0%	0%	8%	0%	0%	0%	0%	0%	6%	5%	0%	0%	0%	0%

Note:

BASE: Those who say their area has been positively affected

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Since Covid arrived in the UK and the first lockdown, has your lifestyle changed in any of the following ways? Tick all that apply

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
I shop locally more often	23%	25%	21%	6%	21%	27%	25%	23%	25%	25%	21%	18%	24%	22%	22%	21%	27%	30%
I shop online more	45%	47%	44%	27%	53%	50%	42%	45%	45%	46%	45%	44%	47%	48%	38%	49%	53%	43%
I use local parks and green spaces more	25%	24%	26%	20%	19%	30%	26%	22%	29%	31%	25%	21%	17%	19%	28%	23%	30%	51%
I talk to my neighbours more	19%	21%	18%	13%	21%	17%	15%	16%	27%	24%	16%	16%	19%	25%	15%	23%	15%	10%
I started volunteering locally	6%	6%	6%	0%	9%	14%	3%	3%	1%	10%	6%	2%	1%	3%	3%	10%	9%	12%
I socialise locally, rather than travelling	16%	15%	17%	0%	24%	12%	18%	18%	14%	16%	13%	19%	16%	13%	20%	11%	19%	12%
I work from home at least some of the time	18%	20%	15%	0%	21%	31%	29%	15%	4%	30%	18%	9%	4%	7%	10%	29%	35%	35%
I use public transport more	5%	7%	3%	7%	6%	3%	2%	3%	7%	5%	3%	7%	5%	8%	5%	3%	0%	0%
I use public transport less	29%	30%	28%	13%	23%	33%	26%	34%	36%	31%	29%	25%	28%	28%	21%	34%	35%	34%
I drive more	14%	17%	12%	13%	14%	14%	12%	17%	16%	21%	10%	12%	10%	11%	13%	10%	32%	12%
None of the above	16%	13%	19%	15%	12%	9%	18%	26%	20%	13%	16%	17%	20%	16%	23%	12%	11%	24%
Don't Know	4%	2%	5%	13%	6%	3%	2%	0%	1%	0%	5%	12%	2%	6%	4%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Go to a local park or playground

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	4%	4%	3%	7%	2%	2%	3%	7%	4%	6%	1%	4%	3%	6%	4%	1%	4%	10%
2-3 times a week	10%	12%	8%	7%	10%	11%	9%	10%	9%	12%	7%	9%	10%	8%	9%	9%	14%	23%
Weekly	20%	23%	18%	19%	16%	31%	25%	13%	18%	22%	21%	26%	13%	15%	20%	24%	25%	9%
2-3 times a month	14%	15%	13%	13%	20%	18%	5%	8%	15%	20%	12%	4%	13%	8%	12%	20%	16%	34%
Monthly	16%	11%	20%	20%	25%	15%	13%	11%	11%	15%	15%	16%	18%	15%	16%	16%	16%	24%
2-3 times a year	11%	9%	12%	6%	8%	7%	15%	15%	13%	10%	10%	12%	12%	15%	11%	9%	12%	0%
Annually	2%	3%	2%	6%	0%	3%	0%	3%	3%	2%	1%	5%	3%	2%	3%	2%	1%	0%
Less often or never	22%	21%	23%	21%	18%	10%	30%	31%	26%	12%	31%	24%	27%	30%	24%	18%	12%	0%
Don't know	1%	2%	0%	0%	2%	2%	0%	2%	1%	1%	2%	0%	2%	1%	1%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Use local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	2%	3%	2%	6%	2%	1%	3%	2%	1%	2%	3%	2%	2%	1%	5%	1%	4%	0%
2-3 times a week	8%	6%	9%	6%	8%	11%	6%	7%	8%	14%	4%	9%	3%	5%	7%	13%	7%	12%
Weekly	8%	7%	9%	0%	10%	13%	12%	4%	4%	9%	9%	7%	6%	5%	8%	8%	14%	0%
2-3 times a month	6%	9%	2%	14%	8%	5%	5%	4%	1%	8%	6%	7%	1%	1%	3%	11%	9%	12%
Monthly	8%	11%	6%	7%	16%	12%	7%	2%	3%	14%	4%	10%	4%	7%	5%	10%	15%	24%
2-3 times a year	8%	7%	9%	13%	8%	10%	7%	10%	6%	6%	11%	11%	7%	7%	14%	6%	2%	12%
Annually	5%	5%	4%	7%	4%	11%	3%	5%	3%	3%	8%	4%	5%	3%	7%	6%	5%	0%
Less often or never	52%	48%	56%	41%	43%	36%	54%	60%	72%	41%	53%	49%	70%	68%	50%	41%	45%	29%
Don't know	3%	3%	3%	6%	2%	1%	2%	4%	2%	3%	3%	2%	3%	4%	1%	5%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Shop on your local high street

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	3%	5%	2%	0%	2%	5%	6%	4%	2%	3%	1%	4%	5%	4%	3%	2%	3%	12%
2-3 times a week	12%	13%	11%	27%	8%	10%	11%	11%	14%	12%	11%	18%	12%	12%	14%	11%	11%	20%
Weekly	27%	28%	26%	19%	24%	23%	28%	27%	35%	29%	27%	25%	25%	28%	21%	26%	35%	12%
2-3 times a month	17%	19%	15%	20%	20%	16%	16%	19%	13%	20%	19%	18%	10%	11%	17%	21%	19%	32%
Monthly	19%	13%	25%	13%	25%	27%	18%	16%	12%	19%	22%	8%	22%	20%	19%	21%	16%	12%
2-3 times a year	11%	13%	10%	20%	14%	12%	9%	10%	8%	13%	9%	12%	12%	11%	15%	8%	13%	12%
Annually	1%	1%	1%	0%	0%	2%	0%	2%	1%	0%	1%	0%	2%	1%	0%	1%	1%	0%
Less often or never	8%	7%	9%	2%	4%	4%	11%	11%	14%	4%	9%	14%	10%	11%	11%	6%	2%	0%
Don't know	1%	1%	1%	0%	4%	2%	0%	0%	0%	0%	1%	0%	4%	2%	1%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Eat out at a restaurant

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	1%	2%	0%	7%	0%	1%	0%	0%	0%	2%	1%	0%	0%	0%	2%	1%	0%	0%
2-3 times a week	5%	6%	3%	6%	6%	8%	5%	1%	2%	8%	6%	3%	0%	1%	3%	6%	15%	0%
Weekly	13%	18%	9%	13%	20%	15%	10%	11%	10%	18%	14%	11%	7%	11%	7%	18%	24%	9%
2-3 times a month	18%	17%	19%	20%	16%	18%	14%	20%	20%	26%	18%	9%	9%	13%	12%	25%	21%	54%
Monthly	25%	24%	25%	13%	23%	21%	24%	31%	30%	29%	28%	21%	17%	27%	24%	26%	21%	12%
2-3 times a year	20%	17%	23%	13%	23%	20%	27%	13%	18%	10%	15%	32%	33%	24%	29%	11%	10%	24%
Annually	4%	3%	5%	6%	0%	6%	5%	5%	3%	2%	2%	8%	7%	5%	6%	3%	0%	0%
Less often or never	14%	13%	14%	21%	6%	9%	13%	20%	18%	5%	16%	15%	22%	19%	14%	8%	9%	0%
Don't know	2%	2%	2%	0%	6%	1%	1%	0%	0%	0%	1%	1%	5%	2%	3%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Go to a local theatre

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2-3 times a week	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Weekly	2%	3%	2%	0%	6%	6%	1%	1%	0%	7%	0%	0%	1%	2%	1%	3%	7%	10%
2-3 times a month	3%	5%	1%	6%	2%	8%	2%	1%	1%	3%	4%	3%	2%	3%	2%	2%	7%	12%
Monthly	6%	10%	2%	14%	6%	7%	8%	2%	2%	10%	5%	6%	1%	3%	4%	8%	12%	12%
2-3 times a year	13%	15%	12%	7%	12%	12%	15%	18%	13%	16%	15%	14%	6%	9%	11%	17%	20%	9%
Annually	15%	12%	17%	19%	14%	14%	14%	13%	15%	19%	16%	9%	10%	11%	14%	18%	16%	9%
Less often or never	58%	52%	63%	54%	52%	49%	58%	64%	68%	43%	58%	65%	76%	69%	63%	49%	37%	47%
Don't know	3%	3%	2%	0%	8%	4%	1%	1%	1%	3%	1%	3%	4%	3%	5%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Go to a local cinema

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	1%	0%	1%	6%	0%	1%	0%	0%	0%	1%	2%	0%	0%	0%	2%	0%	0%	12%
2-3 times a week	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Weekly	3%	5%	1%	14%	4%	3%	1%	1%	0%	4%	4%	3%	1%	2%	1%	6%	5%	0%
2-3 times a month	5%	6%	4%	0%	6%	13%	5%	2%	1%	5%	5%	9%	2%	1%	5%	6%	11%	0%
Monthly	12%	16%	9%	7%	14%	16%	17%	12%	7%	20%	14%	1%	6%	6%	9%	20%	14%	47%
2-3 times a year	24%	21%	27%	26%	33%	24%	25%	22%	16%	25%	24%	27%	21%	22%	29%	24%	24%	0%
Annually	11%	10%	11%	20%	12%	11%	11%	8%	8%	11%	7%	13%	13%	10%	13%	9%	11%	12%
Less often or never	42%	39%	45%	27%	27%	29%	40%	54%	68%	32%	44%	47%	53%	59%	39%	32%	33%	19%
Don't know	1%	2%	1%	0%	4%	1%	1%	1%	0%	1%	1%	0%	4%	0%	2%	2%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Go to a local museum

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
2-3 times a week	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Weekly	2%	3%	1%	7%	4%	2%	2%	0%	1%	3%	3%	3%	1%	3%	0%	4%	3%	0%
2-3 times a month	1%	2%	0%	0%	0%	4%	0%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	23%
Monthly	8%	11%	4%	7%	10%	17%	6%	4%	1%	14%	4%	6%	4%	1%	2%	13%	18%	34%
2-3 times a year	20%	18%	22%	25%	25%	21%	14%	14%	19%	18%	21%	16%	23%	13%	23%	24%	22%	0%
Annually	17%	15%	19%	20%	19%	18%	25%	10%	12%	23%	16%	18%	9%	8%	19%	22%	24%	12%
Less often or never	50%	48%	52%	41%	37%	34%	51%	68%	66%	40%	52%	53%	61%	71%	54%	33%	30%	32%
Don't know	2%	2%	1%	0%	4%	2%	1%	1%	0%	0%	2%	3%	3%	2%	2%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

On average, how often do you do the following?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Daily	3%	2%	4%	13%	0%	6%	1%	0%	3%	4%	2%	1%	4%	2%	4%	3%	3%	12%
2-3 times a week	8%	11%	6%	20%	4%	7%	10%	5%	9%	11%	4%	8%	8%	7%	13%	2%	12%	9%
Weekly	13%	14%	12%	6%	16%	19%	16%	9%	9%	13%	18%	7%	10%	10%	13%	16%	12%	21%
2-3 times a month	13%	12%	13%	20%	16%	13%	9%	12%	9%	14%	17%	8%	8%	8%	11%	17%	19%	0%
Monthly	13%	16%	11%	13%	10%	17%	12%	11%	17%	17%	12%	11%	11%	13%	8%	18%	17%	23%
2-3 times a year	22%	18%	26%	6%	25%	17%	25%	29%	23%	24%	17%	31%	21%	22%	23%	19%	29%	23%
Annually	6%	5%	7%	6%	6%	5%	8%	8%	4%	6%	6%	7%	5%	9%	6%	4%	2%	12%
Less often or never	20%	20%	19%	15%	20%	15%	17%	24%	26%	11%	21%	24%	30%	27%	21%	18%	5%	0%
Don't know	2%	1%	2%	0%	4%	1%	2%	3%	0%	0%	3%	3%	3%	2%	3%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local parks and playgrounds

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	4%	5%	3%	0%	2%	9%	5%	1%	3%	7%	2%	3%	1%	3%	1%	2%	15%	0%
Somewhat better	22%	26%	19%	27%	18%	27%	25%	18%	21%	21%	21%	26%	23%	18%	27%	22%	26%	0%
Around the same	54%	53%	55%	54%	61%	49%	50%	52%	57%	55%	58%	53%	49%	54%	53%	58%	44%	88%
Somewhat worse	14%	11%	16%	13%	16%	9%	13%	18%	14%	13%	11%	11%	20%	16%	12%	14%	13%	12%
Significantly worse	5%	4%	6%	6%	4%	2%	4%	8%	5%	4%	5%	4%	6%	8%	4%	3%	2%	0%
N/A - I do not have this in my local area	1%	2%	1%	0%	0%	3%	3%	2%	0%	0%	3%	3%	0%	2%	3%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	4%	5%	3%	6%	6%	8%	4%	1%	1%	6%	6%	0%	1%	1%	4%	1%	16%	0%
Somewhat better	16%	21%	12%	21%	14%	22%	16%	14%	14%	17%	13%	20%	17%	10%	20%	19%	19%	12%
Around the same	52%	49%	55%	41%	51%	47%	54%	58%	57%	55%	50%	56%	47%	57%	50%	55%	37%	76%
Somewhat worse	15%	13%	18%	19%	14%	12%	16%	15%	18%	13%	19%	13%	17%	17%	15%	15%	16%	12%
Significantly worse	5%	5%	5%	0%	8%	7%	4%	5%	3%	7%	2%	3%	7%	6%	4%	4%	8%	0%
N/A - I do not have this in my local area	7%	6%	7%	13%	8%	4%	6%	6%	6%	3%	9%	7%	10%	9%	7%	6%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local high street

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	4%	6%	2%	7%	2%	11%	5%	0%	1%	8%	3%	1%	1%	2%	4%	3%	12%	0%
Somewhat better	14%	20%	8%	20%	20%	18%	9%	11%	8%	15%	20%	10%	8%	8%	12%	19%	19%	23%
Around the same	40%	37%	43%	35%	45%	42%	42%	35%	37%	40%	39%	36%	43%	41%	37%	49%	30%	37%
Somewhat worse	28%	26%	30%	38%	20%	17%	26%	32%	39%	26%	25%	35%	31%	27%	34%	20%	28%	32%
Significantly worse	13%	10%	15%	0%	12%	10%	14%	22%	14%	11%	12%	12%	16%	18%	12%	8%	11%	9%
N/A - I do not have this in my local area	2%	2%	1%	0%	2%	2%	3%	0%	1%	0%	2%	6%	1%	4%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local restaurants

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	7%	9%	5%	0%	10%	10%	11%	6%	2%	12%	5%	8%	2%	3%	5%	8%	18%	10%
Somewhat better	23%	27%	19%	14%	29%	27%	22%	20%	20%	30%	19%	24%	16%	22%	18%	29%	31%	12%
Around the same	49%	43%	54%	54%	49%	50%	44%	48%	50%	43%	50%	51%	55%	50%	54%	47%	35%	56%
Somewhat worse	15%	14%	15%	26%	8%	7%	14%	20%	19%	10%	19%	12%	18%	16%	17%	12%	13%	21%
Significantly worse	4%	4%	4%	0%	4%	2%	4%	6%	5%	4%	2%	2%	7%	8%	2%	3%	3%	0%
N/A - I do not have this in my local area	3%	3%	3%	6%	0%	4%	4%	0%	3%	1%	5%	4%	2%	2%	5%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local theatre

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	4%	4%	4%	0%	8%	6%	3%	2%	1%	6%	1%	7%	1%	4%	2%	3%	10%	10%
Somewhat better	14%	19%	9%	14%	14%	20%	14%	10%	11%	20%	13%	10%	7%	8%	10%	17%	28%	9%
Around the same	41%	40%	41%	29%	35%	48%	46%	37%	43%	40%	46%	31%	40%	37%	41%	51%	28%	37%
Somewhat worse	12%	12%	13%	13%	14%	7%	11%	16%	13%	13%	8%	20%	13%	15%	12%	11%	13%	12%
Significantly worse	5%	5%	4%	6%	4%	3%	2%	7%	6%	4%	5%	4%	5%	4%	5%	2%	5%	21%
N/A - I do not have this in my local area	25%	21%	29%	38%	25%	15%	24%	28%	25%	16%	27%	28%	34%	32%	29%	16%	16%	10%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local cinema

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	4%	6%	3%	13%	4%	8%	3%	0%	1%	5%	7%	0%	3%	2%	3%	3%	14%	0%
Somewhat better	17%	21%	13%	14%	20%	24%	16%	15%	11%	23%	13%	16%	13%	14%	19%	16%	23%	23%
Around the same	51%	44%	57%	41%	52%	48%	53%	57%	52%	45%	57%	48%	54%	47%	55%	59%	33%	67%
Somewhat worse	9%	8%	11%	20%	12%	7%	6%	6%	8%	12%	5%	8%	11%	11%	8%	8%	14%	0%
Significantly worse	4%	4%	3%	0%	10%	1%	2%	3%	4%	3%	3%	5%	5%	9%	2%	1%	4%	0%
N/A - I do not have this in my local area	15%	16%	13%	13%	2%	12%	21%	18%	24%	12%	15%	23%	14%	18%	13%	13%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local museum

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	3%	4%	2%	0%	4%	9%	1%	0%	1%	5%	2%	0%	1%	1%	2%	0%	12%	12%
Somewhat better	10%	12%	9%	6%	14%	16%	9%	12%	5%	10%	13%	8%	9%	10%	10%	8%	18%	10%
Around the same	45%	43%	47%	55%	45%	45%	50%	37%	43%	43%	46%	39%	50%	41%	46%	54%	39%	43%
Somewhat worse	12%	15%	8%	0%	16%	13%	9%	15%	11%	14%	7%	15%	11%	11%	12%	9%	18%	24%
Significantly worse	5%	6%	3%	7%	4%	3%	3%	6%	5%	3%	7%	5%	4%	2%	3%	9%	2%	0%
N/A - I do not have this in my local area	26%	21%	30%	32%	17%	15%	27%	30%	35%	24%	25%	32%	25%	34%	27%	19%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly better	7%	10%	4%	7%	6%	11%	8%	7%	4%	10%	9%	2%	3%	3%	5%	7%	19%	22%
Somewhat better	21%	24%	18%	20%	14%	25%	21%	18%	28%	26%	16%	20%	19%	18%	23%	22%	23%	32%
Around the same	40%	37%	43%	28%	39%	42%	41%	44%	41%	41%	41%	45%	34%	44%	40%	38%	38%	35%
Somewhat worse	13%	11%	14%	26%	16%	7%	11%	13%	9%	8%	14%	9%	21%	13%	15%	10%	12%	12%
Significantly worse	5%	5%	6%	0%	10%	2%	6%	7%	4%	7%	3%	5%	6%	7%	5%	6%	3%	0%
N/A - I do not have this in my local area	14%	12%	15%	19%	16%	12%	13%	11%	14%	7%	18%	18%	16%	15%	14%	17%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Overall, how connected or disconnected do you feel to the other people in your local community?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Very connected	9%	13%	5%	13%	14%	15%	7%	2%	3%	11%	7%	9%	7%	4%	13%	3%	21%	12%
Somewhat connected	32%	33%	31%	7%	27%	32%	44%	27%	40%	38%	32%	29%	24%	33%	25%	38%	31%	21%
Neither connected or disconnected	30%	29%	32%	39%	19%	23%	34%	33%	39%	31%	27%	39%	29%	31%	31%	31%	24%	46%
Somewhat disconnected	17%	14%	19%	20%	24%	18%	7%	22%	12%	16%	13%	13%	24%	20%	18%	12%	17%	22%
Very disconnected	10%	9%	10%	15%	12%	9%	7%	16%	5%	4%	16%	6%	13%	9%	12%	11%	7%	0%
Don't know	2%	2%	3%	6%	4%	4%	0%	0%	1%	0%	4%	4%	3%	2%	1%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

And would you say that you trust or distrust the average person in your local community?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Strongly trust	8%	10%	7%	6%	10%	11%	11%	2%	8%	13%	6%	6%	5%	5%	9%	4%	25%	12%
Somewhat trust	36%	38%	35%	20%	35%	36%	40%	32%	45%	44%	36%	43%	21%	37%	32%	43%	33%	21%
Neither trust or distrust	33%	30%	36%	25%	25%	32%	34%	40%	39%	32%	31%	31%	39%	39%	30%	29%	27%	46%
Somewhat distrust	14%	14%	13%	42%	14%	13%	10%	15%	6%	9%	16%	9%	22%	13%	17%	16%	10%	22%
Strongly distrust	6%	5%	7%	6%	10%	5%	4%	10%	2%	2%	9%	6%	10%	5%	10%	5%	4%	0%
Don't know	2%	3%	2%	0%	6%	3%	1%	1%	1%	0%	3%	5%	3%	2%	3%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

And overall, how satisfied are you with the progress of your career? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	278	141	137	5	39	77	82	54	21	107	86	47	38	0	0	81	45	6
Weighted	299	155	144	15	83	72	73	42	15	117	86	49	48	0	0	93	51	6
0 - not at all satisfied	3%	4%	1%	0%	0%	1%	4%	8%	5%	1%	5%	3%	0%	3%	3%	4%	0%	0%
1	2%	4%	1%	42%	0%	1%	0%	0%	0%	0%	4%	2%	7%	0%	4%	4%	0%	0%
2	4%	5%	2%	0%	3%	2%	5%	8%	0%	2%	6%	3%	5%	3%	4%	5%	0%	17%
3	3%	5%	0%	21%	3%	1%	3%	0%	0%	3%	2%	0%	7%	2%	0%	7%	2%	0%
4	6%	6%	5%	0%	10%	7%	4%	2%	0%	8%	3%	4%	6%	6%	6%	3%	8%	17%
5	13%	13%	13%	19%	13%	13%	11%	15%	14%	8%	16%	8%	25%	19%	18%	8%	7%	14%
6	12%	4%	21%	0%	17%	14%	13%	5%	9%	15%	15%	5%	10%	14%	9%	17%	10%	0%
7	15%	12%	19%	0%	18%	19%	14%	13%	10%	18%	12%	18%	13%	17%	17%	14%	13%	17%
8	14%	13%	16%	0%	15%	11%	17%	21%	9%	18%	8%	23%	9%	10%	15%	18%	12%	0%
9	11%	11%	10%	19%	5%	13%	12%	9%	20%	11%	15%	9%	5%	9%	8%	10%	20%	0%
10 - completely satisfied	12%	16%	8%	0%	11%	14%	11%	14%	24%	15%	10%	14%	7%	10%	9%	6%	28%	17%
Don't know	5%	6%	4%	0%	6%	2%	6%	5%	9%	1%	5%	11%	6%	7%	7%	3%	0%	17%

Note:

BASE: Those currently in work

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Which, if any, of the following best describes your type of work?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	278	141	137	5	39	77	82	54	21	107	86	47	38	0	0	81	45	6
Weighted	299	155	144	15	83	72	73	42	15	117	86	49	48	0	0	93	51	6
Working in an office	41%	46%	36%	40%	36%	46%	47%	39%	29%	56%	52%	10%	16%	33%	32%	48%	52%	68%
Working in retail	9%	7%	10%	0%	10%	16%	4%	3%	13%	1%	11%	9%	23%	20%	10%	5%	0%	0%
Working in hospitality (cafe, pub, restaurant, cinema etc)	3%	2%	5%	0%	2%	6%	1%	5%	4%	2%	5%	3%	6%	3%	4%	2%	4%	0%
Working in a factory or warehouse	5%	7%	3%	21%	8%	1%	5%	4%	0%	2%	4%	14%	7%	12%	6%	3%	0%	0%
Working in transport or distribution	4%	7%	1%	0%	6%	3%	5%	4%	10%	4%	1%	11%	5%	4%	11%	1%	0%	0%
Working in a school, nursery or university	11%	4%	19%	19%	12%	8%	11%	16%	4%	12%	7%	14%	15%	9%	10%	11%	14%	32%
Working in a hospital, or in care	10%	4%	16%	0%	13%	13%	9%	7%	0%	12%	10%	10%	4%	5%	5%	15%	15%	0%
Working in farming or agriculture	1%	1%	0%	0%	0%	0%	1%	2%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%
Working in construction	3%	5%	0%	0%	6%	0%	3%	2%	5%	1%	1%	8%	5%	4%	3%	2%	0%	0%
Working as a plumber, electrician or similar	1%	3%	0%	0%	3%	0%	0%	4%	0%	0%	0%	8%	0%	0%	2%	2%	0%	0%
Other	11%	14%	9%	21%	5%	8%	14%	13%	34%	11%	8%	11%	19%	9%	16%	8%	14%	0%

Note:

BASE: Those currently in work

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Which of these best describe the location you currently live in?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
I live in the same village, town or city as the one I grew up in as a child	41%	39%	43%	48%	57%	40%	39%	40%	27%	30%	37%	51%	56%	48%	48%	33%	33%	24%
I live close to where to grew up as a child	25%	26%	24%	13%	17%	20%	32%	29%	34%	29%	28%	23%	17%	18%	28%	29%	25%	20%
I live in a different part of the UK from where I grew up	26%	29%	23%	20%	18%	30%	23%	27%	34%	31%	29%	19%	19%	28%	16%	32%	32%	22%
I did not grow up in the UK	6%	5%	6%	13%	6%	9%	4%	3%	2%	8%	3%	4%	6%	4%	5%	4%	10%	35%
None of these apply to me	2%	1%	3%	6%	2%	0%	3%	1%	3%	2%	3%	4%	2%	3%	4%	1%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Why did you initially move away from home? Select any which apply

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	306	161	145	7	21	56	57	54	111	127	88	35	54	0	0	91	47	7
Weighted	288	150	138	21	44	52	51	42	78	121	84	32	49	0	0	90	47	6
I moved with my family or for social reasons	29%	29%	30%	29%	39%	26%	26%	32%	27%	28%	26%	30%	38%	42%	37%	19%	22%	14%
I moved for a new job or job opportunities	27%	33%	22%	0%	24%	38%	21%	28%	34%	29%	32%	29%	14%	24%	24%	26%	38%	57%
I moved to study at university, or another type of education	25%	24%	27%	58%	28%	36%	27%	9%	16%	34%	26%	8%	16%	6%	9%	42%	47%	54%
Lack of housing in the area I grew up	8%	7%	10%	29%	5%	4%	10%	9%	6%	3%	13%	15%	11%	9%	17%	5%	2%	0%
Too expensive to live where I grew up	8%	8%	8%	0%	9%	13%	10%	6%	6%	8%	3%	16%	12%	3%	15%	5%	8%	0%
Other, please specify	15%	12%	17%	0%	5%	11%	24%	22%	17%	14%	13%	19%	13%	18%	12%	19%	9%	0%
Prefer not to say	5%	6%	3%	0%	10%	2%	7%	5%	3%	3%	4%	2%	12%	11%	3%	4%	2%	0%

Note:

BASE: Those who live in a different area to where they grew up

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

How much easier or harder do you think it would be for you to personally find a better paid job if you lived elsewhere in the UK?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	278	141	137	5	39	77	82	54	21	107	86	47	38	0	0	81	45	6
Weighted	299	155	144	15	83	72	73	42	15	117	86	49	48	0	0	93	51	6
Much easier	9%	13%	5%	0%	18%	11%	6%	2%	0%	14%	2%	5%	17%	12%	6%	3%	24%	17%
Somewhat easier	21%	23%	19%	21%	25%	23%	18%	17%	10%	27%	23%	17%	6%	11%	11%	33%	26%	35%
Around the same	47%	45%	48%	60%	41%	49%	46%	47%	57%	44%	50%	52%	44%	41%	61%	41%	42%	17%
Somewhat harder	7%	6%	9%	19%	2%	5%	10%	11%	10%	7%	7%	5%	11%	10%	5%	8%	5%	31%
Much harder	2%	1%	3%	0%	2%	0%	1%	5%	10%	3%	2%	0%	3%	5%	3%	2%	0%	0%
Don't know	14%	12%	15%	0%	11%	11%	20%	18%	13%	6%	17%	22%	19%	22%	15%	14%	3%	0%

Note:

BASE: Those who are currently in work

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

How likely or unlikely do you think it is that in the next ten years you will move to a different part of the UK for a job?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	278	141	137	5	39	77	82	54	21	107	86	47	38	0	0	81	45	6
Weighted	299	155	144	15	83	72	73	42	15	117	86	49	48	0	0	93	51	6
Very likely	13%	15%	10%	19%	29%	8%	4%	2%	9%	15%	5%	11%	21%	19%	4%	9%	26%	17%
Somewhat likely	14%	18%	10%	21%	15%	19%	11%	11%	0%	19%	15%	2%	12%	9%	14%	18%	16%	0%
Neither likely or unlikely	16%	17%	15%	42%	13%	22%	12%	8%	19%	18%	13%	15%	16%	10%	17%	20%	13%	17%
Somewhat unlikely	16%	15%	17%	0%	16%	18%	14%	24%	4%	15%	18%	20%	11%	7%	26%	11%	16%	17%
Very unlikely	33%	27%	40%	19%	12%	27%	48%	53%	67%	29%	39%	39%	27%	46%	29%	32%	27%	31%
Don't know	8%	9%	8%	0%	16%	6%	10%	2%	0%	4%	10%	13%	12%	10%	9%	11%	2%	17%
Total Likely:	27%	33%	20%	40%	44%	27%	15%	13%	9%	35%	20%	13%	34%	28%	18%	27%	42%	17%
Total Unlikely:	49%	42%	57%	19%	28%	45%	63%	78%	71%	44%	57%	59%	38%	53%	56%	42%	43%	48%
Net:	-22%	-9%	-37%	21%	16%	-18%	-47%	-65%	-62%	-9%	-37%	-46%	-5%	-26%	-37%	-16%	-1%	-31%

Note:

BASE: Those who are currently in work

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

If it was possible to do your job while working completely remotely for the long term, how likely or unlikely do you think it is that you would choose to move to a different part of the UK?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	278	141	137	5	39	77	82	54	21	107	86	47	38	0	0	81	45	6
Weighted	299	155	144	15	83	72	73	42	15	117	86	49	48	0	0	93	51	6
Very likely	14%	16%	11%	60%	10%	12%	15%	9%	0%	18%	11%	5%	17%	12%	7%	15%	25%	17%
Somewhat likely	23%	26%	19%	21%	39%	29%	10%	7%	14%	28%	21%	27%	9%	17%	23%	26%	28%	0%
Neither likely or unlikely	20%	15%	26%	0%	18%	20%	28%	26%	5%	17%	16%	31%	25%	27%	23%	18%	14%	17%
Somewhat unlikely	18%	20%	15%	0%	18%	21%	13%	25%	24%	20%	24%	7%	11%	8%	21%	20%	18%	32%
Very unlikely	23%	19%	26%	19%	10%	18%	32%	33%	47%	16%	24%	22%	38%	31%	22%	20%	16%	34%
N/A I already work fully remote	3%	3%	2%	0%	5%	0%	3%	0%	9%	1%	3%	8%	0%	4%	4%	2%	0%	0%
Total Likely:	37%	42%	30%	81%	49%	41%	25%	16%	14%	46%	32%	32%	26%	29%	31%	40%	53%	17%
Total Unlikely:	41%	40%	42%	19%	28%	39%	45%	57%	71%	36%	48%	29%	49%	40%	43%	40%	34%	66%
Net:	-4%	3%	-11%	63%	21%	2%	-20%	-41%	-57%	10%	-16%	3%	-23%	-10%	-12%	0%	19%	-49%

Note:

BASE: Those who are currently in work

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Do you think it would be easier or more difficult for a young person to find a good job in your area compared to other parts of the UK?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Significantly more difficult	13%	11%	15%	13%	24%	10%	10%	9%	9%	11%	15%	10%	15%	15%	11%	14%	14%	12%
Somewhat more difficult	32%	35%	29%	46%	30%	22%	29%	37%	34%	34%	30%	28%	34%	33%	31%	25%	40%	53%
Around the same	39%	35%	43%	29%	34%	48%	41%	38%	41%	42%	36%	47%	34%	40%	41%	42%	29%	23%
Somewhat easier	7%	9%	5%	0%	6%	13%	10%	7%	4%	7%	7%	9%	5%	4%	6%	9%	12%	12%
Significantly more easy	1%	1%	1%	6%	0%	0%	1%	1%	1%	0%	3%	0%	1%	1%	0%	1%	4%	0%
Don't know	8%	9%	8%	6%	6%	6%	9%	8%	11%	6%	8%	7%	12%	7%	11%	8%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

How fair or unfair do you think it is for a young person to have to move to find a good job?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Very fair	4%	6%	3%	6%	4%	9%	5%	3%	1%	8%	3%	2%	2%	1%	4%	3%	16%	12%
Somewhat fair	11%	15%	7%	7%	14%	22%	4%	8%	8%	15%	9%	20%	2%	11%	9%	13%	11%	31%
Neither fair or unfair	32%	32%	33%	34%	25%	33%	29%	39%	36%	39%	29%	25%	30%	30%	29%	37%	35%	36%
Somewhat unfair	30%	29%	31%	34%	29%	22%	32%	28%	35%	25%	31%	30%	37%	28%	37%	26%	29%	21%
Very unfair	17%	13%	21%	19%	21%	11%	21%	17%	14%	11%	21%	14%	23%	22%	16%	17%	7%	0%
Don't know	5%	5%	5%	0%	6%	3%	8%	4%	5%	2%	6%	9%	6%	7%	5%	4%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

If you had to choose, which of the following do you think it is most important for the Government to prioritise?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
The Government should prioritise making sure everyone can find a good job in their local area	57%	53%	60%	54%	67%	54%	66%	55%	45%	49%	58%	61%	65%	57%	56%	61%	54%	21%
The Government should prioritise making sure everyone can find a good job, even if they need to move	33%	37%	29%	46%	29%	34%	21%	27%	43%	42%	32%	26%	25%	30%	34%	33%	36%	67%
Don't know	10%	9%	11%	0%	4%	13%	12%	17%	12%	9%	9%	13%	11%	13%	10%	6%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

A focus of the current Government is “levelling up” - looking at different ways to improve the economy of growth and quality of life in areas outside London and the South East. Before taking this survey, how familiar were you with the phrase ‘Levelling Up’?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Very familiar	21%	31%	11%	20%	17%	11%	29%	24%	25%	29%	19%	23%	10%	16%	23%	19%	30%	44%
Somewhat familiar	42%	47%	37%	40%	37%	44%	34%	46%	47%	45%	49%	32%	33%	33%	38%	48%	51%	44%
Neither familiar or unfamiliar	15%	11%	19%	13%	19%	20%	13%	13%	11%	11%	12%	22%	20%	21%	16%	13%	8%	0%
Somewhat unfamiliar	9%	4%	15%	13%	12%	11%	7%	8%	7%	7%	10%	9%	13%	8%	10%	10%	9%	0%
Very unfamiliar	13%	7%	18%	15%	15%	14%	17%	8%	9%	8%	10%	14%	24%	22%	13%	10%	1%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Overall, do you think your own local area needs leveling up?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Yes, definitely	38%	40%	37%	39%	32%	31%	45%	43%	42%	37%	33%	42%	44%	42%	36%	33%	46%	12%
Yes, somewhat	39%	46%	32%	20%	47%	45%	37%	35%	37%	43%	43%	31%	33%	30%	41%	46%	35%	65%
No	9%	8%	10%	26%	4%	5%	6%	11%	11%	12%	9%	5%	7%	10%	5%	11%	13%	10%
Don't Know	14%	6%	21%	15%	17%	19%	13%	10%	9%	8%	15%	22%	17%	18%	18%	10%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

To the best of your knowledge, which of the following regions are most in need of levelling up in the UK? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
London	3%	3%	4%	13%	4%	4%	0%	2%	1%	2%	4%	4%	4%	2%	4%	3%	5%	0%
South East	2%	2%	1%	6%	0%	3%	1%	0%	1%	4%	1%	0%	0%	0%	0%	4%	4%	0%
South West	6%	5%	6%	6%	10%	7%	3%	2%	5%	6%	5%	7%	5%	5%	4%	5%	12%	12%
East	3%	3%	3%	0%	2%	8%	2%	2%	2%	2%	2%	6%	1%	3%	2%	3%	4%	12%
East Midlands	5%	4%	6%	0%	8%	4%	5%	3%	6%	6%	3%	9%	3%	4%	5%	4%	7%	9%
West Midlands	7%	5%	10%	6%	9%	5%	5%	4%	11%	9%	8%	6%	4%	3%	8%	12%	5%	0%
North West	71%	77%	65%	60%	65%	74%	72%	74%	75%	68%	70%	83%	68%	73%	73%	64%	70%	68%
North East	51%	60%	42%	20%	40%	38%	60%	61%	71%	58%	51%	54%	37%	48%	45%	54%	59%	65%
Yorkshire / Humber	28%	33%	25%	13%	13%	27%	34%	35%	42%	31%	33%	19%	25%	28%	24%	32%	28%	43%
Wales	10%	11%	8%	7%	8%	10%	10%	13%	9%	12%	7%	12%	6%	6%	14%	6%	13%	12%
Scotland	8%	8%	7%	6%	10%	11%	6%	6%	7%	9%	9%	5%	7%	5%	8%	10%	10%	0%
Northern Ireland	5%	7%	3%	6%	0%	10%	4%	7%	4%	6%	5%	4%	3%	3%	0%	5%	13%	22%
Don't know	17%	9%	23%	21%	25%	16%	16%	9%	12%	12%	19%	9%	25%	19%	19%	18%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking about England only, to the best of your knowledge, which of the following types of places are most in need of levelling up? Select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Inner city areas in big cities across the UK	39%	46%	34%	38%	32%	27%	37%	47%	53%	36%	38%	35%	49%	46%	40%	35%	34%	65%
Coastal towns	29%	37%	22%	20%	24%	30%	36%	31%	31%	36%	29%	31%	18%	23%	25%	31%	45%	47%
Former industrial towns	61%	63%	59%	46%	45%	51%	67%	70%	80%	69%	63%	59%	48%	54%	59%	61%	74%	65%
Towns and villages in rural areas	30%	30%	30%	27%	47%	34%	27%	28%	15%	27%	28%	37%	33%	25%	33%	31%	24%	35%
Former mining towns	53%	56%	50%	52%	35%	51%	57%	52%	67%	63%	52%	47%	41%	39%	53%	57%	65%	51%
None of the above	1%	0%	1%	0%	2%	1%	2%	0%	0%	1%	0%	1%	1%	4%	0%	0%	0%	0%
Don't know	15%	10%	19%	8%	20%	19%	14%	11%	12%	10%	16%	15%	20%	21%	16%	12%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Thinking about the sorts of things the Government might do to help level-up the country, what types of policies do you think would be best for them to focus on? Select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Boosting productivity in the workplace	10%	13%	7%	7%	4%	15%	11%	7%	14%	12%	5%	13%	11%	8%	8%	10%	11%	24%
Expanding the amount of housing stock available	28%	29%	28%	21%	32%	28%	25%	23%	35%	26%	24%	30%	37%	28%	31%	28%	23%	44%
Improving education in schools	28%	21%	33%	40%	41%	28%	20%	28%	15%	27%	28%	29%	27%	28%	30%	25%	31%	44%
Giving more young people the chance to go to university	16%	14%	17%	22%	25%	25%	15%	4%	6%	14%	21%	10%	17%	12%	15%	21%	18%	25%
Encouraging business investment into particular areas	45%	48%	41%	27%	31%	40%	47%	51%	62%	50%	46%	54%	29%	46%	41%	45%	52%	31%
Helping to retrain people in areas where industries have declined	47%	49%	46%	52%	37%	38%	49%	53%	57%	52%	43%	47%	44%	45%	46%	47%	57%	41%
Boosting local high streets	37%	30%	44%	19%	39%	22%	42%	47%	44%	35%	38%	42%	37%	42%	42%	32%	28%	10%
Improving local parks and shared spaces	14%	12%	15%	20%	21%	18%	11%	12%	4%	11%	15%	13%	16%	15%	18%	10%	11%	12%
Improving local museums and local heritage	4%	7%	2%	7%	4%	8%	3%	5%	1%	4%	6%	1%	5%	5%	4%	4%	4%	12%
Improving public transport	33%	34%	32%	32%	23%	31%	37%	38%	37%	33%	38%	20%	34%	29%	30%	35%	37%	21%
Other, please specify	1%	2%	1%	0%	0%	1%	4%	1%	1%	1%	0%	1%	2%	1%	1%	0%	4%	0%
Don't know	7%	7%	6%	6%	10%	7%	8%	4%	3%	5%	8%	7%	7%	8%	5%	9%	2%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

If the Government had a fund to spend on improving the lives of local kids outside of their school lives, which of the following do you think the Government should prioritise? Select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Sports pitches with changing facilities	43%	47%	39%	38%	32%	40%	46%	44%	54%	52%	42%	33%	35%	41%	42%	45%	49%	30%
Leisure centres / swimming pools	42%	46%	37%	35%	42%	38%	48%	33%	48%	45%	34%	56%	37%	42%	42%	43%	37%	63%
Playgrounds / adventure playgrounds	38%	34%	41%	38%	33%	37%	34%	35%	46%	30%	37%	38%	49%	40%	46%	27%	35%	20%
Parks and green spaces	40%	42%	39%	19%	43%	50%	42%	37%	39%	42%	38%	56%	30%	32%	42%	40%	44%	56%
“Town halls” for local youth clubs and sports clubs to hire	38%	32%	44%	40%	35%	35%	45%	43%	34%	34%	43%	38%	36%	37%	41%	40%	32%	22%
Museums	9%	12%	6%	20%	8%	12%	8%	8%	4%	12%	5%	11%	8%	7%	6%	8%	16%	37%
Cycle paths	14%	12%	15%	20%	14%	18%	13%	8%	12%	14%	13%	8%	16%	14%	16%	9%	20%	12%
Child-friendly festivals and fairs	18%	16%	21%	26%	23%	23%	11%	12%	17%	15%	17%	12%	29%	23%	19%	13%	22%	12%
Other, please specify	3%	3%	3%	7%	2%	2%	2%	3%	3%	2%	5%	2%	2%	2%	2%	4%	7%	0%
Don't know	10%	11%	10%	6%	14%	6%	10%	17%	8%	9%	13%	11%	9%	12%	9%	14%	4%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

How confident or unconfident, are you that the Government will be able to successfully help level up areas in the UK in the next ten years?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Very confident	7%	11%	2%	6%	10%	12%	4%	3%	2%	9%	6%	9%	3%	5%	5%	2%	21%	12%
Somewhat confident	12%	12%	12%	7%	15%	17%	8%	8%	15%	15%	11%	12%	10%	13%	14%	9%	15%	12%
Neither confident or unconfident	22%	19%	26%	33%	23%	17%	33%	14%	18%	27%	9%	33%	25%	23%	24%	25%	14%	12%
Somewhat unconfident	25%	24%	26%	20%	22%	28%	14%	27%	35%	22%	31%	15%	28%	28%	24%	27%	17%	29%
Very unconfident	29%	31%	28%	28%	23%	19%	37%	45%	26%	25%	33%	31%	29%	27%	28%	28%	33%	22%
Don't know	5%	3%	6%	6%	6%	6%	3%	3%	3%	1%	10%	0%	6%	3%	5%	8%	0%	12%
Total Confident:	19%	23%	15%	13%	25%	29%	13%	11%	17%	24%	17%	20%	13%	19%	19%	11%	36%	25%
Total Unconfident:	54%	55%	54%	48%	45%	48%	51%	72%	62%	48%	64%	46%	57%	55%	53%	56%	50%	51%
Net:	-35%	-31%	-39%	-34%	-20%	-19%	-38%	-61%	-45%	-24%	-47%	-26%	-44%	-36%	-34%	-44%	-14%	-26%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

If you had to choose, which of the following is the most important thing a ‘levelling up strategy’ should aim for?

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Ensuring everyone has access to good quality jobs, no matter where they live	17%	17%	17%	13%	12%	24%	14%	17%	19%	20%	17%	16%	12%	16%	18%	13%	22%	9%
Ensuring everyone has a fair start, with nobody left behind because of their local schools or other facilities	21%	15%	26%	33%	23%	23%	18%	17%	17%	20%	18%	20%	27%	21%	24%	19%	22%	12%
Reducing the level of inequality across the UK	23%	26%	19%	27%	20%	17%	25%	21%	27%	26%	24%	15%	21%	19%	22%	28%	22%	22%
Raising the standard of living in areas outside London and the South East	22%	23%	22%	13%	28%	11%	30%	26%	23%	21%	22%	29%	22%	23%	19%	25%	23%	12%
Ensuring everyone has access to good public services	9%	12%	7%	7%	8%	13%	4%	13%	10%	10%	11%	9%	6%	10%	10%	8%	8%	20%
None of the above	1%	1%	1%	0%	0%	3%	1%	0%	0%	0%	1%	0%	1%	1%	2%	0%	0%	0%
Don't know	7%	7%	8%	6%	10%	9%	8%	5%	4%	3%	7%	12%	12%	10%	6%	7%	2%	24%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Which of the following areas, if any, do you think it is most important for the Government to prioritise as part of efforts to “level up” areas of the country? Please select up to three

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Encouraging business investment outside London and the South East	37%	44%	30%	33%	22%	27%	39%	42%	54%	45%	35%	34%	26%	33%	33%	38%	50%	32%
Helping businesses grow	17%	18%	16%	33%	18%	16%	18%	13%	12%	20%	20%	11%	11%	12%	17%	20%	22%	12%
Create more or better local jobs	43%	41%	44%	26%	53%	40%	43%	40%	44%	44%	42%	37%	45%	39%	42%	47%	53%	21%
Increasing the quantity and quality of housing	27%	21%	32%	27%	35%	28%	20%	22%	25%	23%	22%	32%	35%	28%	35%	22%	19%	9%
Improving the high street	22%	20%	24%	6%	21%	19%	25%	30%	23%	16%	25%	30%	24%	25%	23%	13%	25%	10%
Giving local government more power	18%	22%	14%	20%	8%	18%	31%	12%	20%	16%	20%	17%	20%	20%	16%	15%	18%	12%
Tackling crime and anti-social behaviour	35%	29%	41%	19%	32%	33%	29%	53%	40%	30%	32%	43%	42%	46%	39%	28%	24%	22%
Improving local schooling and education	24%	19%	28%	34%	27%	32%	25%	14%	16%	24%	23%	20%	27%	18%	25%	27%	27%	46%
Improving local universities and training	4%	5%	2%	2%	0%	10%	3%	4%	2%	5%	4%	1%	1%	2%	2%	6%	3%	35%
Improving transport links	29%	37%	22%	27%	22%	28%	33%	29%	36%	35%	34%	22%	20%	23%	31%	29%	35%	32%
Supporting local culture and health	13%	8%	18%	19%	15%	19%	6%	15%	7%	15%	14%	11%	10%	12%	11%	14%	13%	34%
None of the above	0%	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	0%
Don't Know	6%	6%	5%	6%	12%	3%	5%	3%	3%	4%	5%	8%	8%	8%	4%	7%	1%	12%

Note:
 BASE: All Respondents
 Fieldwork: 23rd Nov - 2nd Dec 2021
 Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Cutting public spending on infrastructure in London and the South East	35%	40%	31%	20%	36%	31%	36%	41%	41%	41%	30%	40%	30%	31%	38%	28%	56%	10%
Giving financial support to people who have to relocate for work	30%	30%	30%	52%	33%	32%	20%	28%	27%	30%	29%	20%	39%	23%	35%	33%	33%	9%
Granting new funding to particular industries to stay competitive (for example steel or cars)	35%	39%	30%	40%	38%	35%	29%	24%	40%	38%	31%	50%	24%	28%	37%	37%	37%	37%
Having higher taxes - like income tax and council tax - on the prosperous London and South East	28%	28%	28%	19%	31%	28%	36%	31%	22%	30%	26%	28%	28%	30%	29%	26%	36%	23%
Offering subsidies to international businesses who choose to invest outside of London and the South East	37%	42%	33%	27%	35%	42%	34%	33%	46%	42%	46%	28%	25%	35%	32%	42%	46%	65%
Developing expertise in green technologies primarily in those areas that have lost traditional manufacturing	39%	45%	34%	48%	29%	30%	39%	41%	52%	43%	42%	41%	30%	30%	39%	44%	45%	53%
None of the above	4%	3%	4%	0%	4%	4%	3%	5%	4%	3%	5%	3%	5%	4%	3%	4%	2%	12%
Don't Know	13%	8%	18%	13%	12%	18%	17%	11%	9%	7%	14%	17%	19%	23%	10%	9%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by helping businesses grow, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Management training to help people run businesses better	31%	26%	35%	64%	33%	29%	25%	19%	27%	27%	35%	35%	29%	31%	29%	28%	41%	47%
Increased government spending on broadband and mobile connectivity	27%	34%	21%	32%	23%	27%	24%	32%	28%	29%	34%	27%	15%	15%	30%	32%	36%	12%
Encouraging businesses to open childcare facilities on or near their business premises	30%	24%	36%	20%	39%	26%	29%	21%	35%	30%	32%	21%	34%	24%	34%	32%	30%	30%
Reducing the tax bills of those companies that invest in machinery or in new technology and ideas	37%	45%	29%	33%	32%	33%	37%	38%	44%	41%	27%	36%	40%	37%	37%	33%	40%	32%
Making it easier for small businesses and entrepreneurs to access loans	38%	43%	34%	40%	44%	43%	37%	29%	37%	45%	37%	42%	28%	33%	38%	38%	53%	24%
Reducing regulation on small businesses	34%	41%	28%	33%	30%	34%	31%	29%	45%	39%	31%	38%	29%	35%	37%	33%	31%	22%
None of the above	4%	3%	5%	0%	4%	5%	4%	6%	3%	3%	6%	5%	3%	5%	4%	4%	1%	12%
Don't Know	15%	11%	18%	15%	16%	16%	17%	15%	12%	8%	13%	15%	28%	24%	12%	12%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by creating more or better jobs, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Locating more central government and public sector services outside of London	45%	51%	38%	39%	33%	43%	46%	42%	59%	56%	46%	33%	32%	39%	36%	51%	56%	76%
Encouraging students to stay living near their university after graduation	13%	13%	12%	13%	20%	15%	12%	6%	9%	11%	15%	10%	13%	10%	19%	7%	19%	10%
Allowing cities and local areas to issue their own immigration visas	12%	16%	7%	2%	8%	19%	10%	11%	15%	12%	11%	14%	10%	13%	7%	9%	17%	35%
Allowing cities and local areas to offer tax cuts to new businesses	42%	46%	37%	53%	35%	35%	43%	36%	51%	49%	44%	37%	29%	32%	43%	45%	52%	21%
Cutting employers' taxes in areas with fewer jobs	33%	39%	28%	33%	34%	33%	34%	30%	35%	34%	29%	37%	34%	26%	37%	32%	45%	22%
Reduce the minimum wage in areas with high unemployment	10%	10%	10%	6%	12%	12%	10%	15%	6%	14%	10%	6%	8%	7%	9%	11%	19%	0%
Reduce benefit levels in areas with high unemployment	15%	13%	17%	20%	13%	18%	12%	16%	13%	16%	12%	16%	16%	17%	17%	9%	17%	22%
None of the above	9%	7%	10%	0%	17%	5%	8%	12%	4%	6%	8%	10%	13%	8%	10%	9%	3%	12%
Don't Know	16%	10%	21%	13%	17%	18%	16%	13%	16%	9%	14%	27%	21%	29%	14%	10%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by increasing the quantity and quality of housing, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Building more social housing across the country	34%	35%	33%	45%	26%	27%	38%	34%	38%	30%	38%	33%	34%	34%	33%	33%	35%	54%
Making it easier for housing developers to build on Brownfield land	26%	34%	18%	6%	20%	26%	30%	24%	36%	36%	25%	17%	14%	22%	19%	26%	45%	43%
Making it easier for developers to build on Greenfield land	7%	8%	6%	6%	16%	7%	5%	3%	3%	9%	11%	1%	3%	4%	4%	6%	19%	12%
Only building homes in areas with solid infrastructure like roads, hospitals, shops and schools close by	29%	31%	27%	13%	18%	24%	36%	34%	42%	35%	24%	25%	28%	29%	28%	28%	29%	19%
Building more homes in city and town centres by	16%	23%	9%	27%	21%	10%	11%	10%	18%	24%	15%	9%	9%	6%	21%	15%	27%	0%
Give residents more of a say over changes in the planning rules in their cities, town or local area	30%	24%	36%	52%	25%	29%	20%	39%	30%	26%	31%	34%	34%	26%	33%	38%	18%	0%
Allowing residents on a specific street to agree to build or expand their houses	7%	6%	8%	13%	10%	14%	4%	1%	3%	7%	13%	2%	3%	4%	8%	7%	11%	12%
Banning people who are not local from owning a second home	21%	23%	19%	7%	19%	21%	21%	25%	25%	20%	23%	21%	19%	25%	16%	21%	20%	23%
Giving local people priority for social housing	39%	33%	44%	32%	39%	40%	36%	37%	43%	33%	32%	49%	49%	39%	41%	37%	32%	22%
Change planning rules to ensure that new housing looks nicer	11%	12%	10%	33%	4%	15%	8%	12%	7%	11%	14%	5%	10%	8%	15%	12%	5%	23%
None of the above	3%	3%	3%	0%	4%	4%	5%	3%	2%	3%	2%	4%	6%	4%	5%	1%	1%	24%
Don't Know	10%	9%	11%	8%	14%	10%	14%	5%	6%	5%	10%	16%	13%	15%	9%	9%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by improving the high street, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Lowering business rates for local shops	44%	42%	45%	38%	32%	35%	43%	54%	57%	42%	47%	44%	42%	52%	40%	36%	48%	22%
Improving public transport into high streets or town centres	33%	37%	29%	15%	25%	33%	38%	39%	40%	40%	34%	30%	22%	27%	29%	39%	42%	32%
Making it easier to drive and park in high streets or town centres	29%	27%	31%	25%	37%	31%	16%	22%	36%	33%	27%	26%	27%	27%	34%	25%	28%	25%
Introducing more flowers and greenery into town centres	13%	12%	14%	26%	19%	13%	7%	10%	6%	15%	14%	8%	9%	7%	9%	18%	20%	25%
Renovating historical buildings and monuments	9%	8%	10%	13%	6%	13%	11%	12%	6%	10%	8%	12%	8%	9%	9%	10%	5%	45%
Invest in attractions to encourage more people to visit	22%	18%	26%	40%	21%	29%	18%	21%	15%	18%	25%	25%	24%	26%	22%	22%	19%	23%
Introduce a new tax for consumers on anything bought online	11%	18%	5%	7%	10%	12%	14%	14%	11%	14%	9%	7%	12%	9%	13%	12%	15%	12%
Locating GPs, schools and other public services in vacant lots on the high street	30%	26%	33%	19%	27%	24%	41%	31%	31%	27%	28%	39%	31%	32%	29%	28%	28%	31%
Creating more co-working spaces	11%	14%	8%	7%	12%	23%	10%	4%	5%	13%	13%	3%	9%	6%	9%	12%	19%	20%
Turning unused shops into housing or offices	35%	33%	35%	41%	39%	19%	29%	34%	44%	32%	35%	36%	38%	32%	43%	33%	27%	21%
None of the above	1%	2%	1%	0%	0%	2%	2%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	12%
Don't Know	8%	8%	8%	6%	12%	7%	11%	5%	4%	4%	8%	9%	13%	12%	6%	9%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by giving local government more power, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Giving mayors and local authorities more control over local taxes and expenditure	26%	30%	21%	13%	19%	20%	39%	25%	30%	30%	23%	28%	19%	23%	23%	29%	28%	22%
Giving more power to mayors and local authorities over critical issues like healthcare and welfare	34%	40%	29%	40%	22%	22%	45%	38%	42%	36%	34%	36%	30%	30%	31%	38%	39%	35%
Giving more power to the most locally focused councils, like parish councils	15%	19%	11%	13%	8%	16%	18%	13%	22%	14%	18%	14%	15%	18%	16%	14%	11%	31%
Holding more local votes and referendums on important issues	27%	29%	26%	40%	28%	25%	20%	29%	28%	23%	32%	23%	31%	25%	32%	22%	25%	44%
Giving local charities and community groups more control over public money	16%	17%	15%	13%	24%	25%	18%	7%	9%	18%	20%	18%	9%	13%	16%	18%	25%	0%
Maintaining power in Westminster to ensure funding is fairly allocated	16%	19%	14%	13%	20%	19%	8%	18%	18%	22%	13%	17%	11%	16%	19%	17%	16%	22%
Raising council tax	5%	9%	1%	0%	11%	6%	2%	6%	1%	4%	5%	5%	3%	3%	4%	3%	12%	22%
Having richer councils subsidise poorer councils more	21%	18%	23%	19%	19%	25%	24%	18%	19%	23%	24%	16%	17%	19%	23%	19%	26%	10%
Giving local MPs more of a say over how their constituency is developed	27%	26%	27%	20%	17%	27%	31%	27%	34%	29%	24%	28%	25%	26%	28%	31%	19%	0%
None of the above	6%	4%	8%	8%	8%	4%	6%	8%	4%	6%	7%	4%	7%	10%	5%	4%	6%	12%
Don't Know	15%	11%	19%	19%	20%	18%	11%	12%	11%	8%	11%	20%	26%	20%	15%	11%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by tackling crime and anti-social behaviour, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Introducing more "on-the-spot" fines for those guilty of anti-social behaviour	27%	24%	30%	25%	17%	31%	26%	30%	34%	23%	27%	28%	33%	36%	28%	17%	27%	22%
Introducing more CCTV in town centres	18%	19%	18%	0%	27%	24%	11%	19%	17%	17%	19%	23%	17%	16%	18%	16%	22%	23%
Requiring people who have committed crimes to clean up litter and graffiti on the streets	35%	38%	32%	27%	21%	28%	37%	38%	52%	38%	31%	39%	32%	41%	32%	33%	31%	53%
Introducing more security guards in town	13%	13%	13%	26%	8%	16%	14%	18%	5%	12%	14%	17%	11%	10%	14%	12%	18%	12%
Opening more youth centres to help stop young people turning to crime	34%	30%	38%	34%	29%	35%	40%	37%	31%	33%	32%	33%	40%	35%	34%	38%	28%	23%
Giving more powers to local councils to ban people from living in particular areas	12%	13%	10%	13%	16%	17%	10%	11%	5%	10%	14%	13%	10%	14%	12%	9%	14%	12%
Tougher sentences for those guilty of fraud and online / phone scams	34%	39%	29%	13%	21%	28%	30%	40%	56%	32%	30%	33%	40%	37%	37%	28%	26%	22%
Increasing support for drug rehabilitation services	23%	24%	21%	28%	30%	25%	19%	19%	19%	23%	30%	18%	17%	18%	24%	20%	42%	12%
Changing prisons to focus more on rehabilitation and reduction than punishment	19%	20%	18%	39%	20%	19%	17%	16%	13%	25%	20%	16%	10%	7%	20%	23%	33%	32%
Taking more action to end rough sleeping on the streets	39%	37%	41%	34%	45%	36%	34%	36%	45%	39%	41%	29%	43%	34%	39%	41%	41%	42%
None of the above	1%	1%	1%	0%	2%	2%	2%	0%	1%	2%	0%	3%	1%	2%	1%	1%	0%	12%
Don't Know	7%	7%	8%	6%	12%	4%	12%	7%	2%	5%	8%	8%	9%	10%	5%	10%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by improving local schooling and education, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Tougher discipline in schools	31%	34%	27%	13%	28%	25%	28%	43%	39%	34%	26%	27%	35%	33%	34%	22%	32%	32%
Smaller class sizes	29%	27%	31%	19%	25%	28%	29%	38%	31%	27%	33%	27%	28%	33%	26%	28%	34%	20%
Better funding for schools in areas of low educational achievement	35%	34%	36%	41%	25%	38%	37%	32%	39%	37%	33%	33%	34%	30%	36%	32%	49%	24%
More catch up funding to help children catch up in subjects they have fallen behind in during the pandemic	29%	29%	29%	46%	17%	24%	29%	33%	34%	30%	22%	31%	33%	26%	33%	30%	22%	35%
More funding for extracurricular activities, pastoral care, and mental health	31%	25%	35%	34%	25%	36%	35%	31%	26%	31%	34%	32%	25%	28%	33%	31%	33%	32%
Paying teachers more	20%	19%	20%	27%	32%	25%	15%	9%	12%	19%	19%	18%	22%	15%	19%	24%	22%	12%
More specialist schools for people with particular talents and high achievers	14%	16%	12%	20%	10%	16%	15%	9%	16%	15%	13%	11%	15%	10%	11%	16%	22%	29%
More specialist schools for people with special educational needs	23%	20%	26%	20%	31%	20%	23%	17%	22%	21%	22%	17%	29%	30%	22%	18%	17%	44%
More funding for buildings and equipment	23%	24%	21%	47%	18%	17%	19%	19%	27%	23%	28%	25%	15%	18%	26%	21%	25%	12%
Making it easier to start new schools	9%	10%	8%	0%	18%	9%	7%	10%	5%	11%	9%	4%	8%	8%	9%	8%	13%	12%
None of the above	3%	3%	2%	0%	6%	2%	3%	1%	1%	3%	3%	3%	1%	2%	2%	4%	0%	12%
Don't Know	8%	8%	8%	6%	10%	6%	10%	8%	7%	4%	8%	13%	11%	12%	6%	9%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by improving local universities and training, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Reducing the tuition fees students pay at their local university	31%	29%	33%	40%	28%	29%	36%	33%	28%	33%	28%	37%	30%	24%	37%	31%	36%	12%
Giving people more maintenance grants - the grants students receive to pay for the day-to-day costs of attending university	20%	21%	19%	20%	25%	26%	22%	16%	13%	26%	17%	19%	15%	8%	23%	26%	29%	20%
Increasing local university places so people don't need to move away from home to study	13%	15%	12%	20%	14%	15%	14%	12%	9%	14%	12%	14%	15%	18%	18%	6%	12%	10%
Having lower grade requirements for people from less privileged backgrounds to attend university	15%	12%	18%	41%	16%	17%	16%	8%	7%	12%	14%	13%	23%	14%	21%	12%	14%	0%
Limiting the number of university places available to privately schooled children	10%	11%	10%	0%	12%	11%	13%	12%	10%	8%	14%	13%	8%	12%	9%	8%	16%	0%
More funding for work placements for young people	34%	32%	36%	32%	29%	35%	29%	35%	43%	31%	40%	24%	36%	32%	38%	29%	34%	55%
More funding for people to retrain later in life	34%	40%	29%	34%	30%	40%	32%	36%	36%	37%	38%	28%	29%	32%	27%	42%	42%	34%
Better facilities and provision at Further Education colleges and other skills providers	22%	26%	19%	23%	20%	24%	23%	19%	26%	23%	25%	20%	19%	13%	18%	32%	27%	35%
More apprenticeships available for young people as an alternative to university	49%	46%	52%	45%	41%	31%	45%	54%	70%	52%	45%	47%	49%	54%	47%	51%	38%	63%
None of the above	2%	2%	2%	0%	2%	3%	2%	1%	2%	1%	1%	2%	4%	4%	1%	1%	0%	12%
Don't Know	10%	10%	10%	6%	16%	8%	11%	8%	6%	6%	10%	15%	12%	16%	7%	8%	4%	0%

Note:

Looking at the following options for policies to “level up” local areas by improving transport links, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
More spending on local buses	42%	44%	39%	54%	33%	39%	36%	46%	48%	39%	48%	38%	38%	37%	42%	38%	51%	42%
More spending on local railways	36%	44%	29%	20%	27%	32%	41%	42%	49%	42%	40%	35%	23%	26%	37%	41%	42%	51%
Giving local government	21%	27%	16%	13%	19%	23%	29%	20%	19%	22%	19%	21%	20%	18%	20%	26%	22%	22%
More spending on local roads	48%	46%	49%	55%	37%	37%	42%	53%	65%	47%	45%	46%	54%	55%	51%	39%	42%	34%
More spending on local parking	23%	21%	26%	38%	24%	27%	18%	25%	18%	24%	23%	18%	26%	20%	28%	21%	25%	12%
Investing in faster rail links with other parts of the country (eg High Speed rail)	30%	34%	25%	42%	22%	29%	35%	25%	31%	33%	35%	24%	22%	26%	28%	28%	44%	23%
Investing or expanding local airports	8%	10%	6%	13%	12%	10%	8%	3%	2%	11%	7%	7%	4%	8%	6%	9%	8%	25%
None of the above	3%	2%	4%	0%	2%	6%	6%	3%	2%	3%	3%	2%	5%	3%	4%	4%	4%	12%
Don't Know	12%	9%	15%	6%	24%	16%	12%	5%	4%	7%	9%	20%	17%	18%	11%	11%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender

Looking at the following options for policies to “level up” local areas by supporting local culture and health, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						Social Grade				Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	509	255	253	16	51	93	98	92	159	181	140	70	115	136	139	130	69	9
Weighted	509	249	259	46	107	86	87	71	112	177	141	71	118	125	151	137	70	8
Funding local libraries more	9%	10%	8%	6%	6%	14%	9%	8%	9%	10%	12%	7%	5%	6%	10%	9%	14%	10%
Spending more on hospitals and health care in poorer areas	53%	53%	53%	48%	51%	45%	54%	55%	60%	56%	48%	46%	58%	48%	55%	57%	49%	45%
Spending more on public health campaigns to reduce obesity and smoking in particular areas	20%	24%	17%	7%	17%	25%	20%	17%	27%	27%	18%	19%	13%	16%	16%	26%	26%	24%
Supporting local museums and historical sites	7%	8%	6%	13%	8%	12%	4%	5%	3%	8%	11%	7%	1%	5%	6%	6%	16%	9%
Cleaning up and improving local parks and playground facilities	26%	27%	24%	26%	27%	31%	22%	23%	24%	30%	22%	24%	25%	29%	23%	22%	36%	22%
Having more shared space where people can meet and talk	11%	9%	12%	20%	6%	13%	8%	13%	11%	9%	11%	13%	12%	11%	12%	12%	4%	0%
Funding for local sports clubs	12%	12%	11%	13%	10%	13%	13%	9%	13%	13%	12%	12%	9%	9%	18%	12%	5%	9%
Funding for arts and culture e.g. theatres and galleries	11%	10%	12%	27%	12%	8%	5%	12%	9%	12%	15%	7%	7%	10%	12%	6%	19%	43%
Funding for social clubs like youth clubs and senior citizen clubs	31%	25%	37%	33%	25%	28%	45%	20%	34%	29%	27%	34%	38%	26%	38%	27%	34%	34%
Holding more events like markets and fairs	14%	12%	16%	6%	21%	15%	13%	16%	10%	11%	16%	15%	15%	18%	19%	7%	12%	10%
Reducing anti-social behaviour, graffiti, and litter	42%	43%	41%	33%	25%	31%	38%	62%	58%	35%	40%	52%	47%	46%	43%	36%	40%	9%
Introducing more flowers and greenery into town centres	10%	8%	12%	13%	13%	13%	10%	9%	4%	8%	16%	4%	9%	7%	6%	16%	12%	35%
None of the above	2%	2%	2%	0%	4%	1%	1%	2%	1%	2%	2%	3%	0%	2%	1%	3%	0%	12%
Don't Know	8%	9%	8%	6%	14%	9%	7%	5%	6%	5%	8%	9%	14%	11%	8%	9%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 23rd Nov - 2nd Dec 2021

Data weighted by age & gender